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40

MY LITTLE PONY

1983



40TH ANNIVERSARY CELEBRATION

The DELUXE edition







40TH
ANNIVERSARY
CELEBRATION

THE DELUXE EDITION



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FRIENDSHIP IS FOREVER

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INTRODUCTION

My introduction to the fantastic world of My Little Pony began way back when I started work as a mechanicals and line artist in the packaging department at Hasbro in the late 1980s. I never imagined I would still have the pleasure of working on the brand so many years later. One of my goals in coming to Hasbro was to learn as much as I could from the scores of wonderfully talented professional designers and illustrators who worked here. My first introduction to My Little Pony came as one of my early illustration lessons. I was taught how to airbrush soft clouds on Pony packaging comps, or mocked-up packages that look close to the final printed package. In the 1980s, these were painted by hand—and there were lots of comps for My Little Pony in the '80s! This was accomplished by tearing a scalloped edge at the top of thick watercolor paper and using it as a freehand mask to protect the area I didn't want to paint. I was impressed with how easy the technique made it to create the soft-edged clouds.

There was always a tip or lesson to be absorbed throughout the My Little Pony creative process, and I loved learning from the many helpful and caring professionals. The team was generous with sharing their knowledge, and their helpful, welcoming nature spilled over into the product line. By working on Pony packaging, I began to appreciate the overall vibrance of the brand and saw how much kids were loving the toys, entertainment, and other products. Transcending age and gender, the fantastical world of My Little Pony offers everyone the freedom

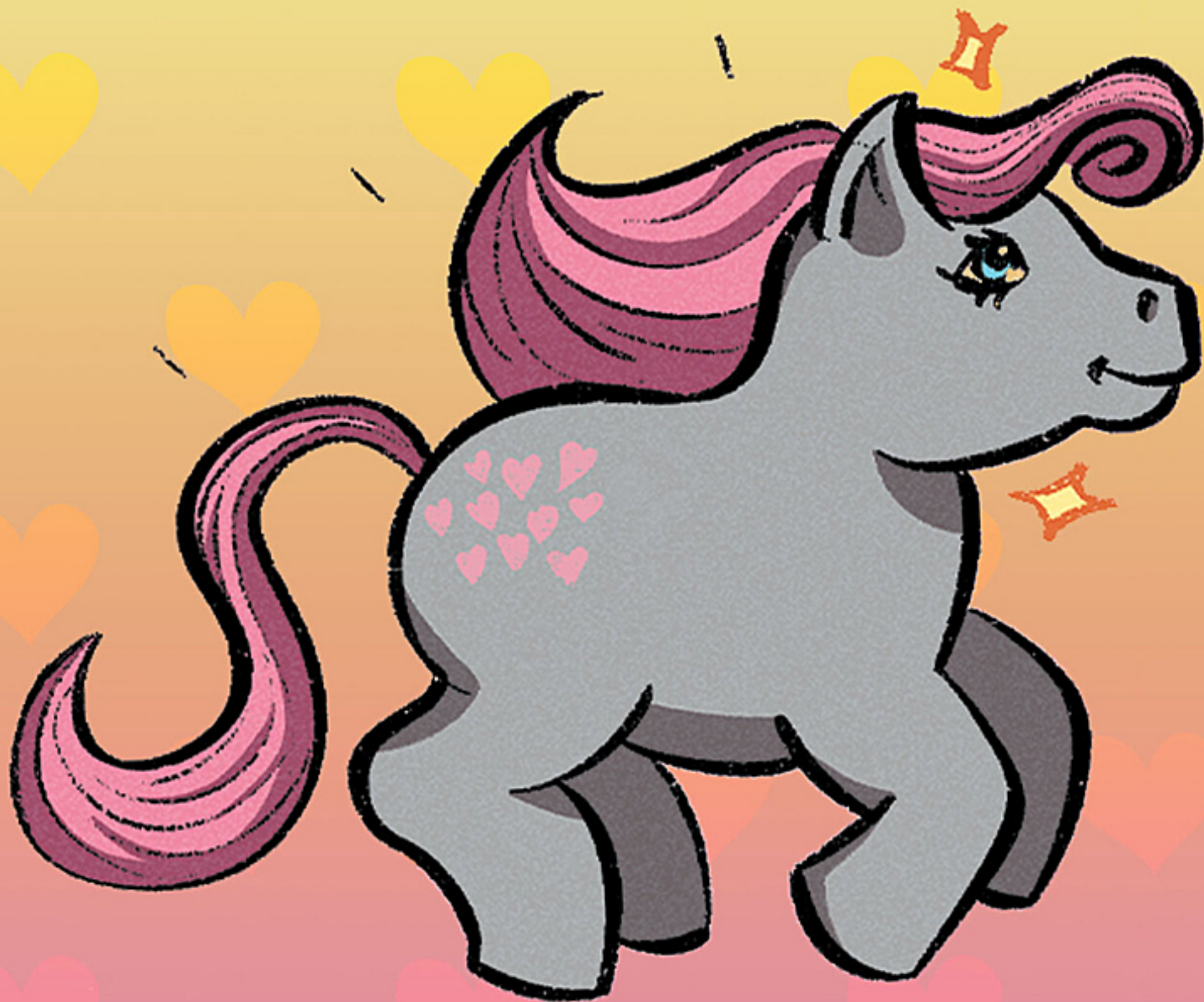
to dream big: to explore, express, and celebrate what makes them unique today, rather than who they will be in the future.

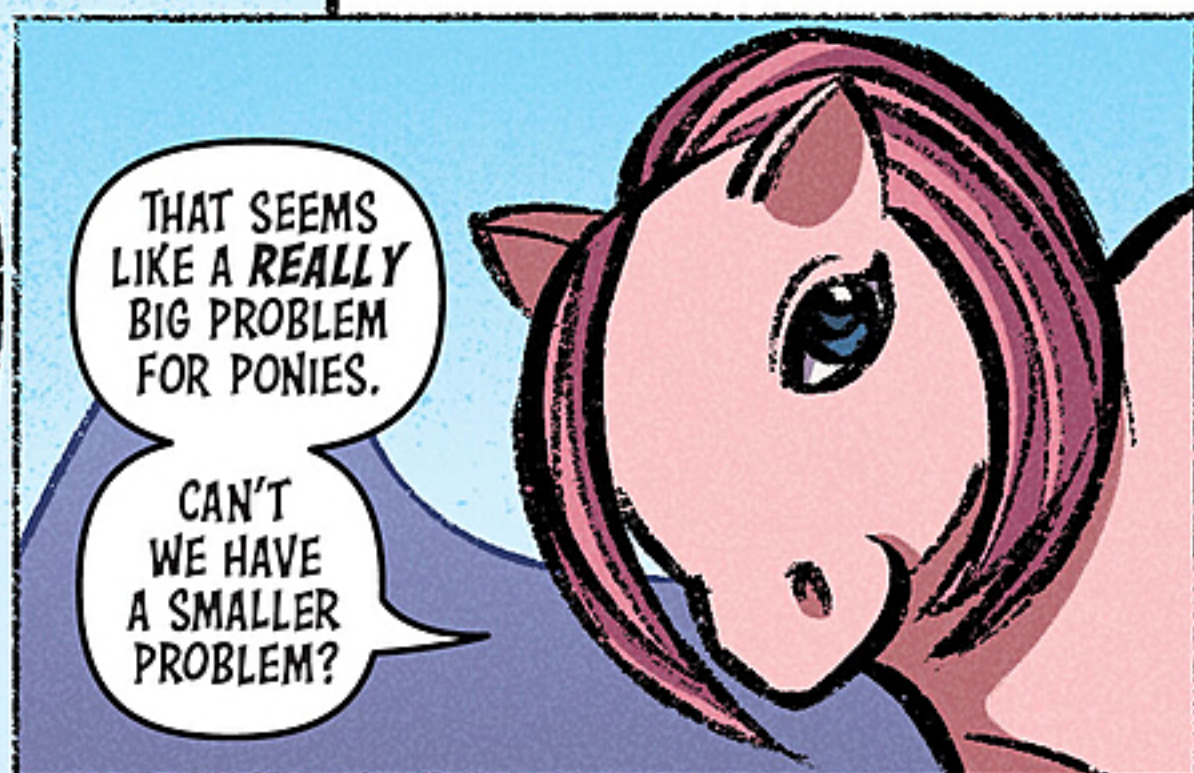
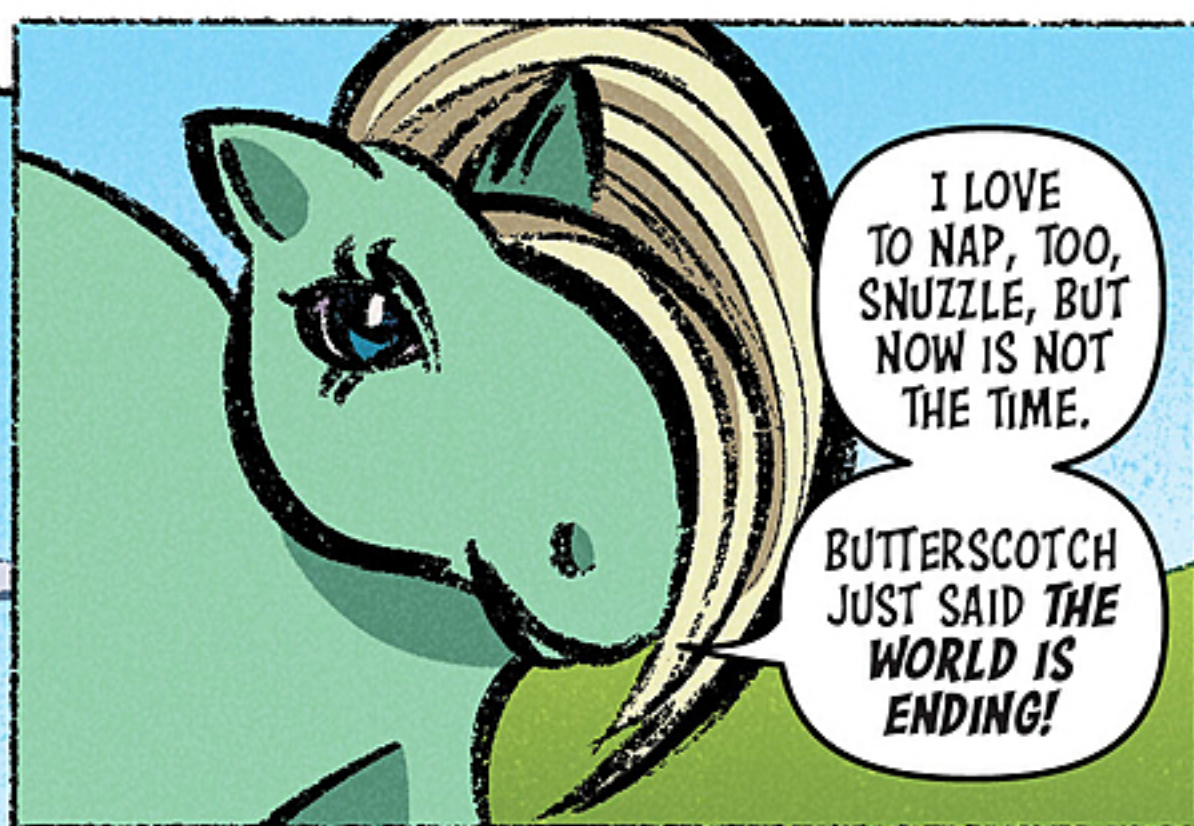
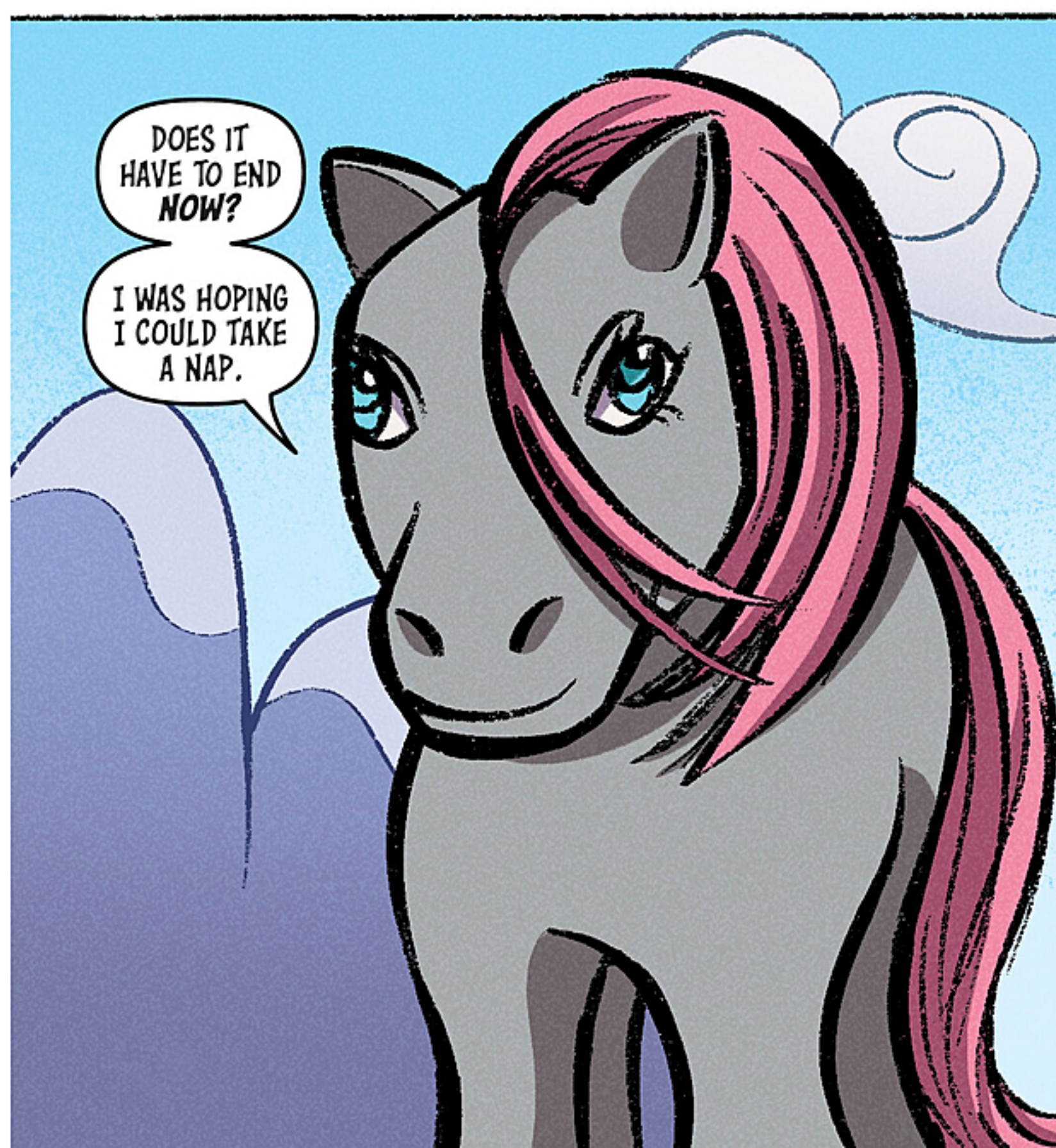
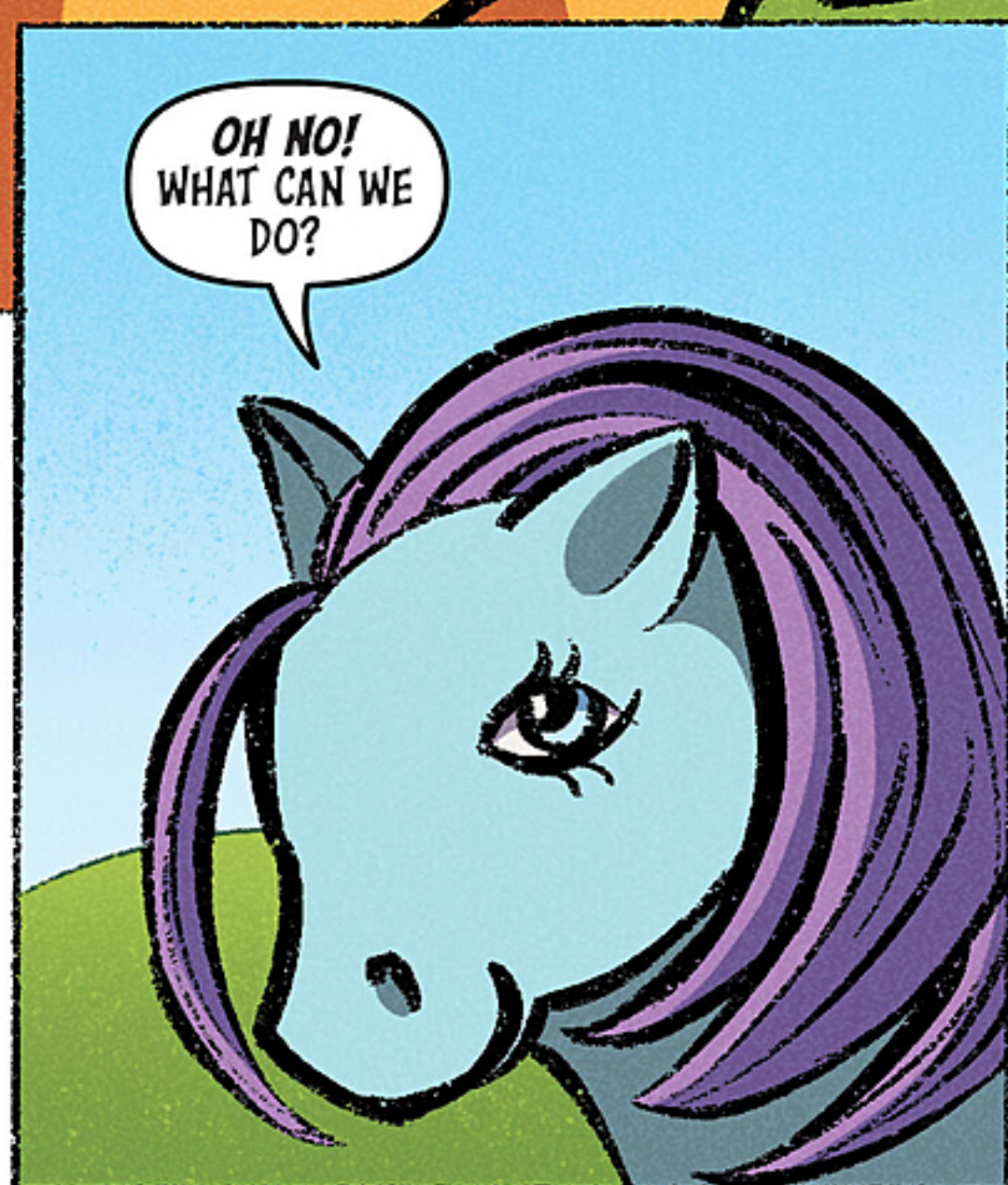
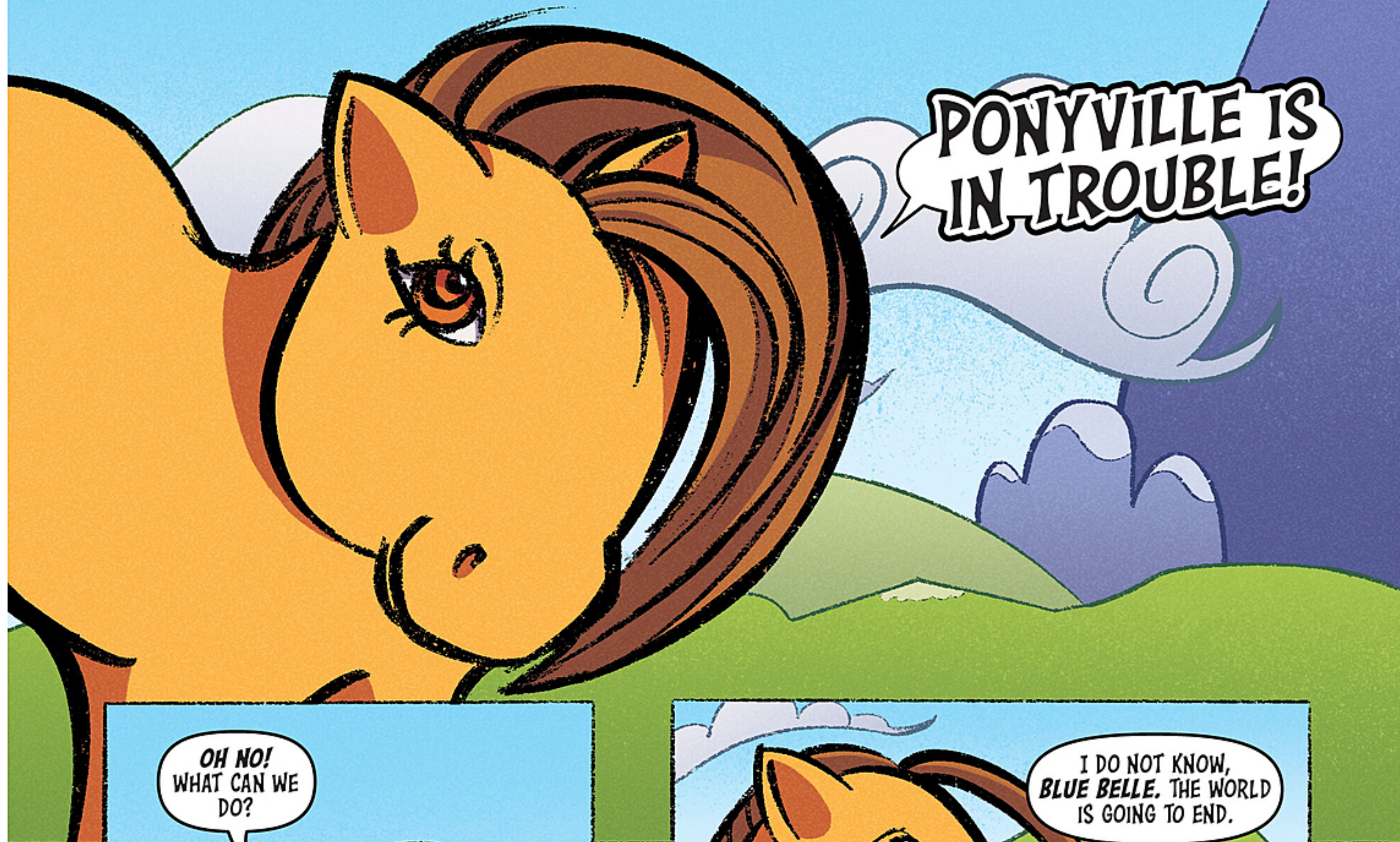
When I was working as an art director in the Consumer Products division, *Friendship Is Magic* arrived! This totally energized and contemporized the brand. I instantly loved the redesign of the characters and their forms. This reinvigoration expanded our licensee base in publishing and allowed me the pleasure of working with many talented businesspeople, writers, designers, editors, product development specialists, archivists, and illustrators.

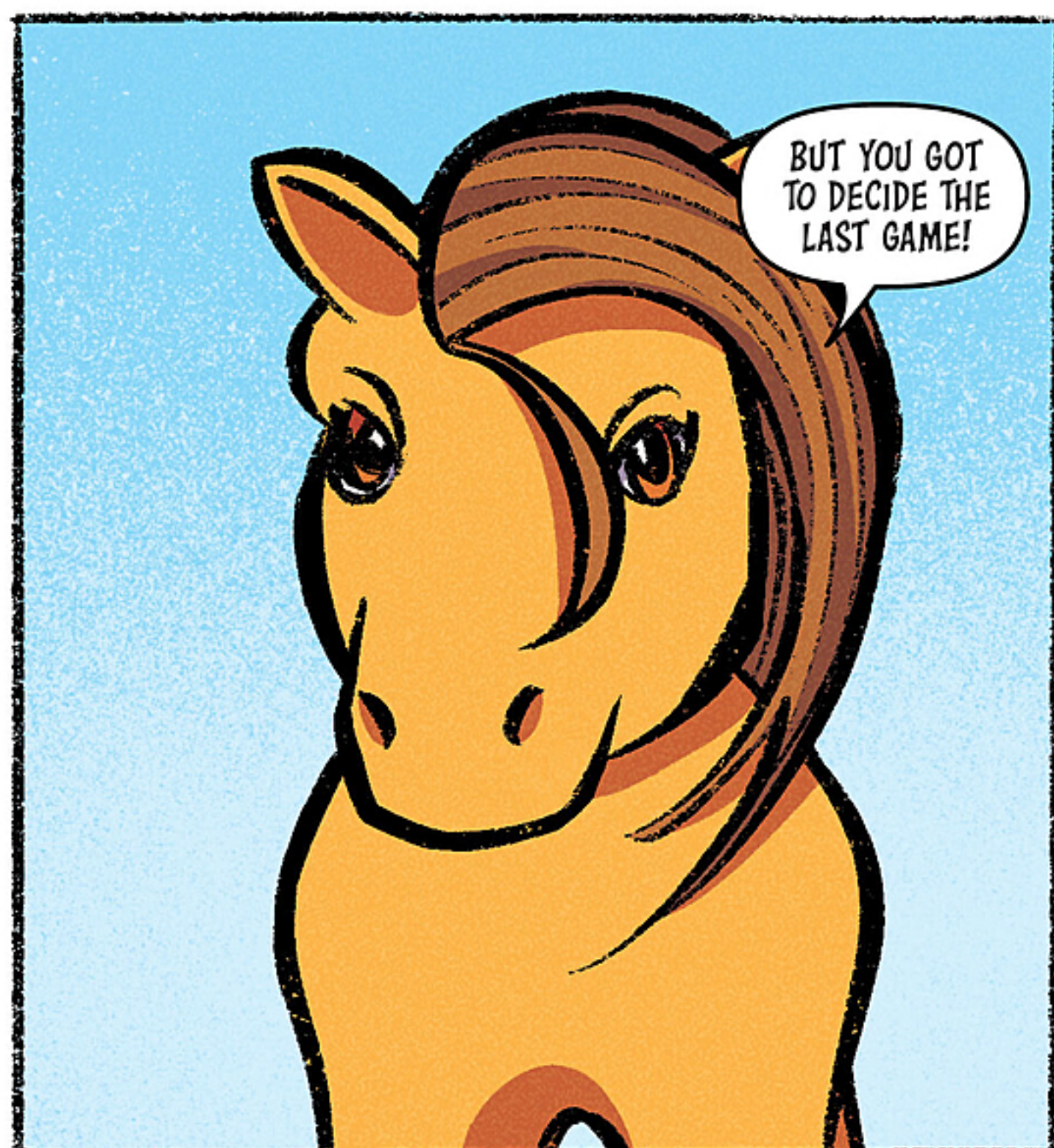
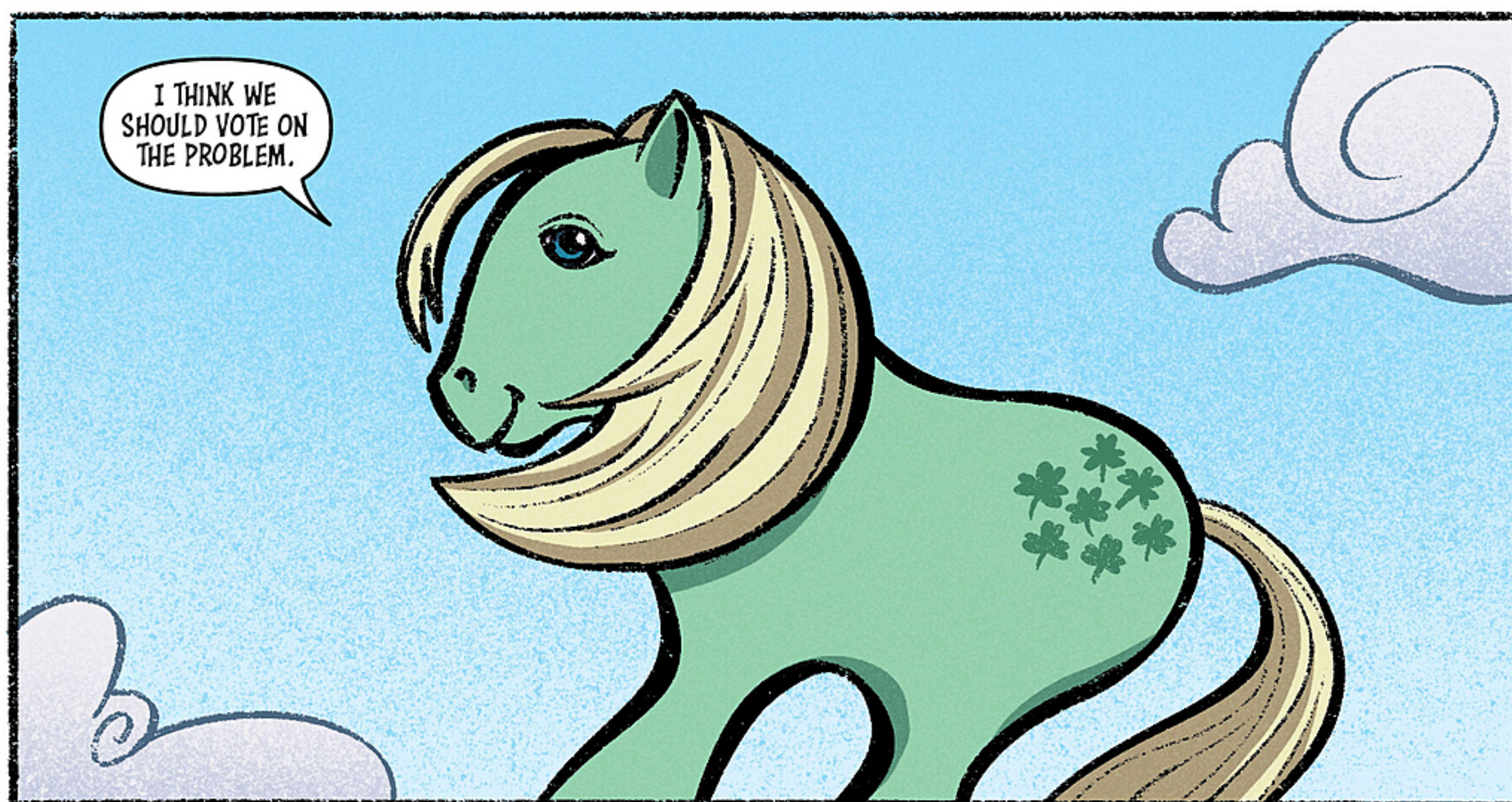
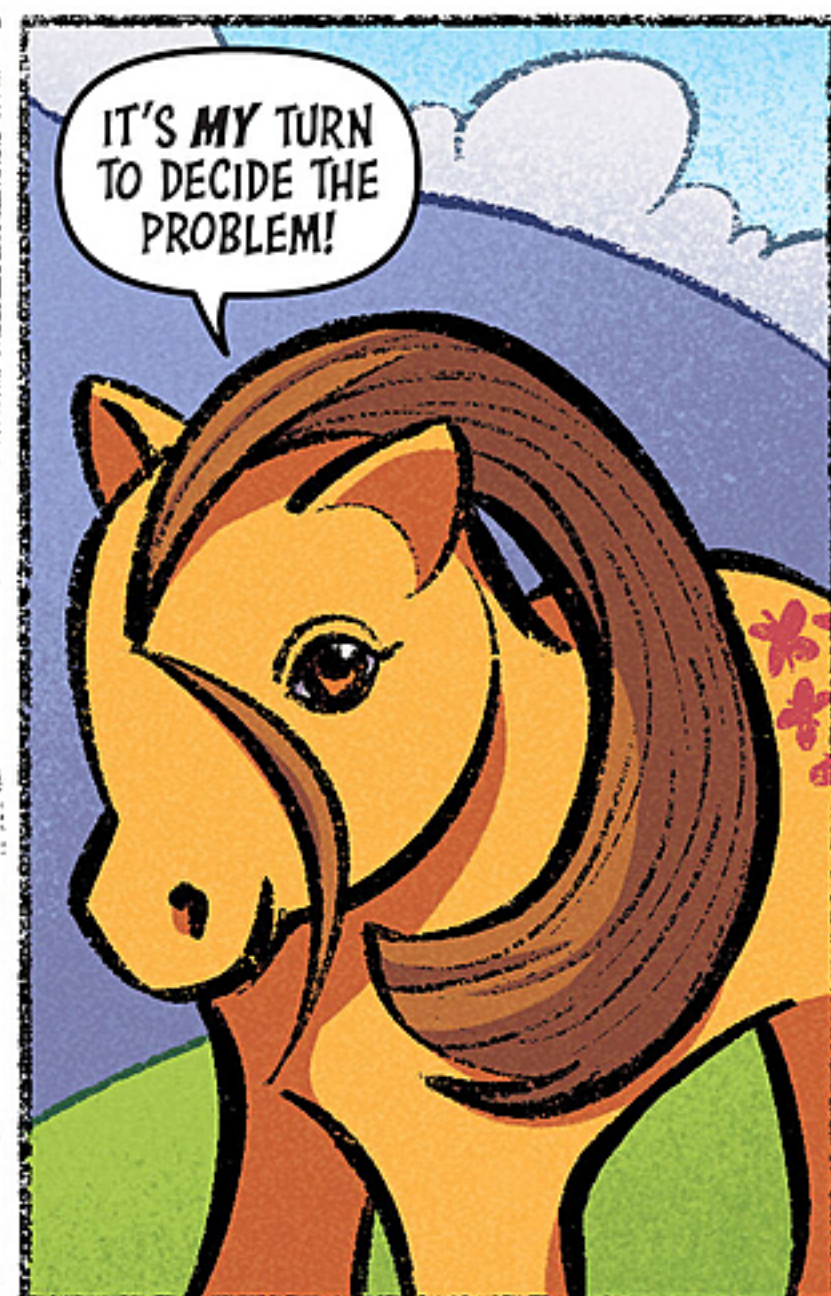
Recently, we have seen Pony evolve even further with a new take on this magical brand through the introduction of a new Mane 5 and rich storytelling in the CG movie and the *Make Your Mark* and *Tell Your Tale* animated series. Now, believe it or not, Pony is celebrating its 40th anniversary. Time flies faster than Rainbow Dash! While we celebrate the anniversary, I'm having more fun than ever helping guide the fantastic work done by our publishers as we continue to share My Little Pony with its vast audience.

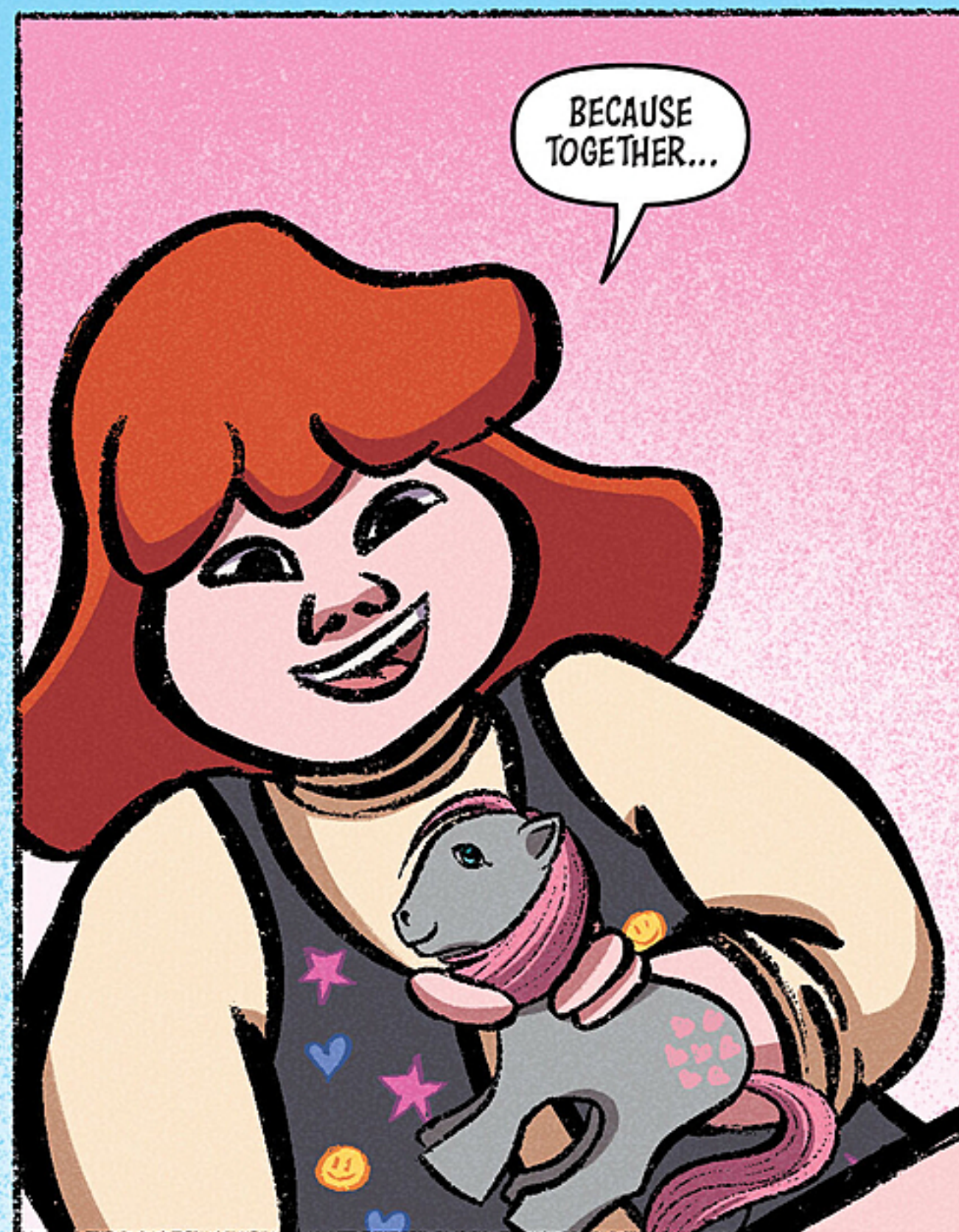
Ed Lane
Sr. Art Director, Hasbro Publishing

FRIENDSHIP
IS FOREVER

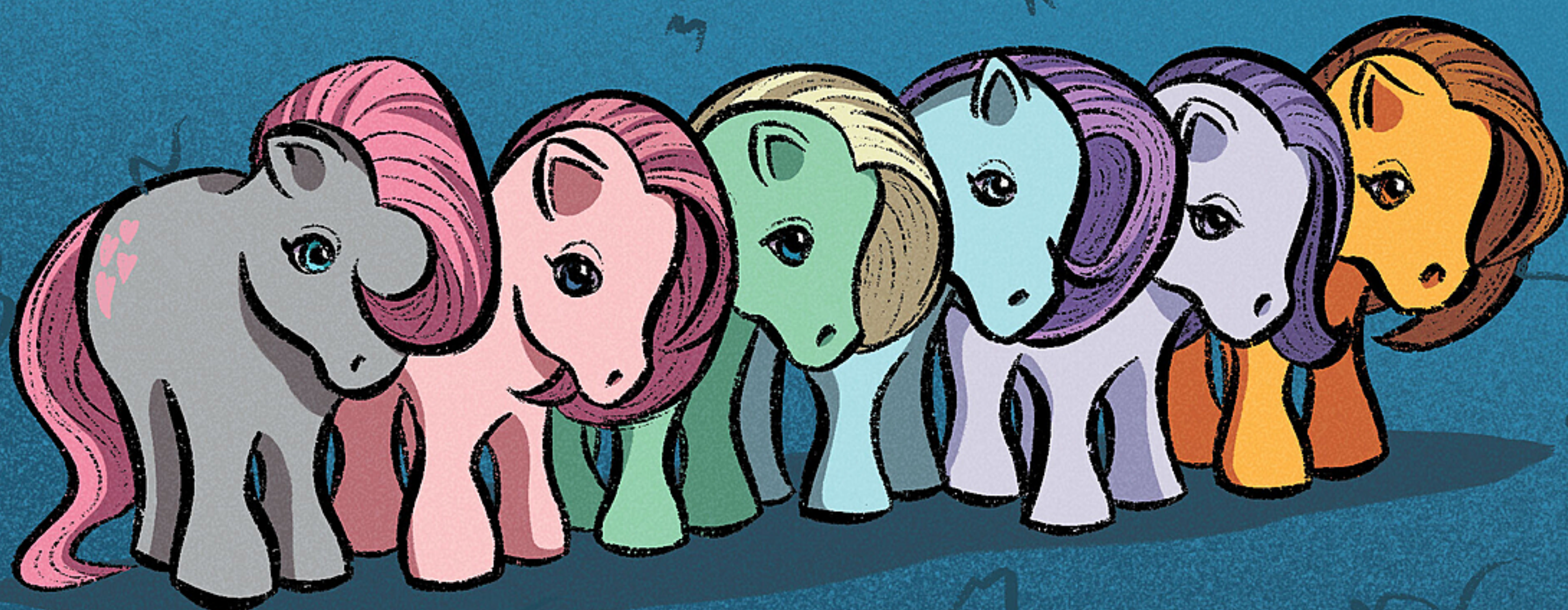








1984.



BUTTERSCOTCH.



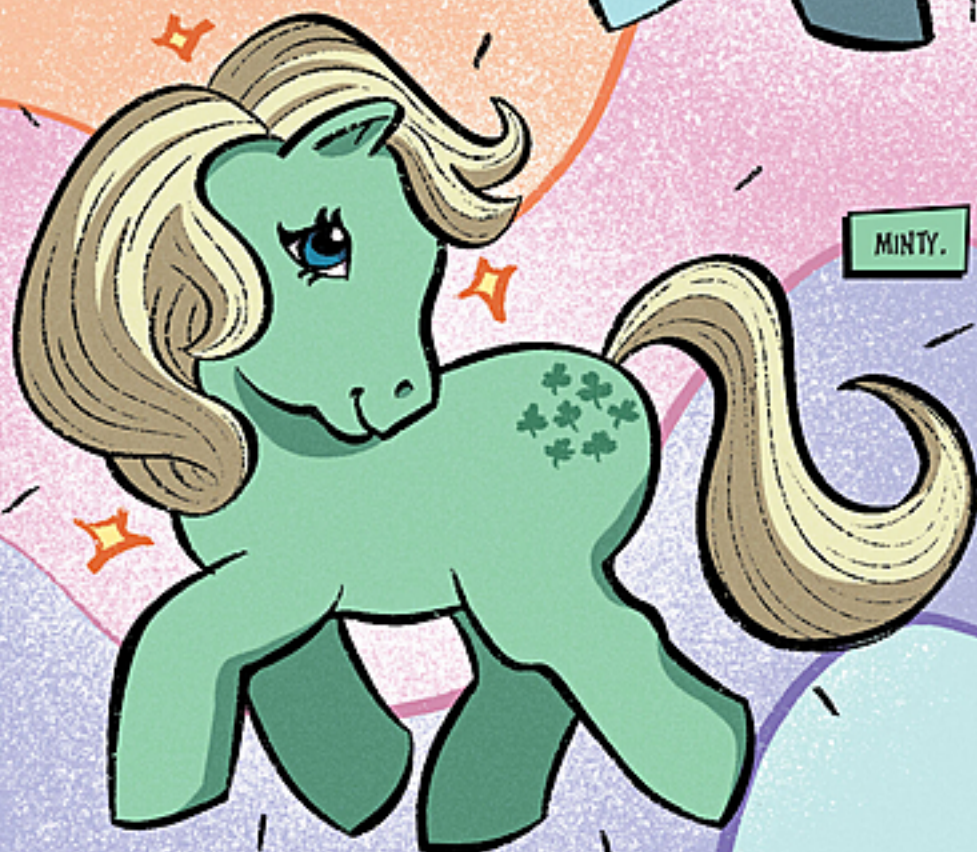
MELANIE'S PONY! SHE'S SUPER GREAT AT SPORTS LIKE RUNNING AND JUMPING. I PERSONALLY AM TERRIBLE AT THOSE THINGS.

BLUE BELLE.



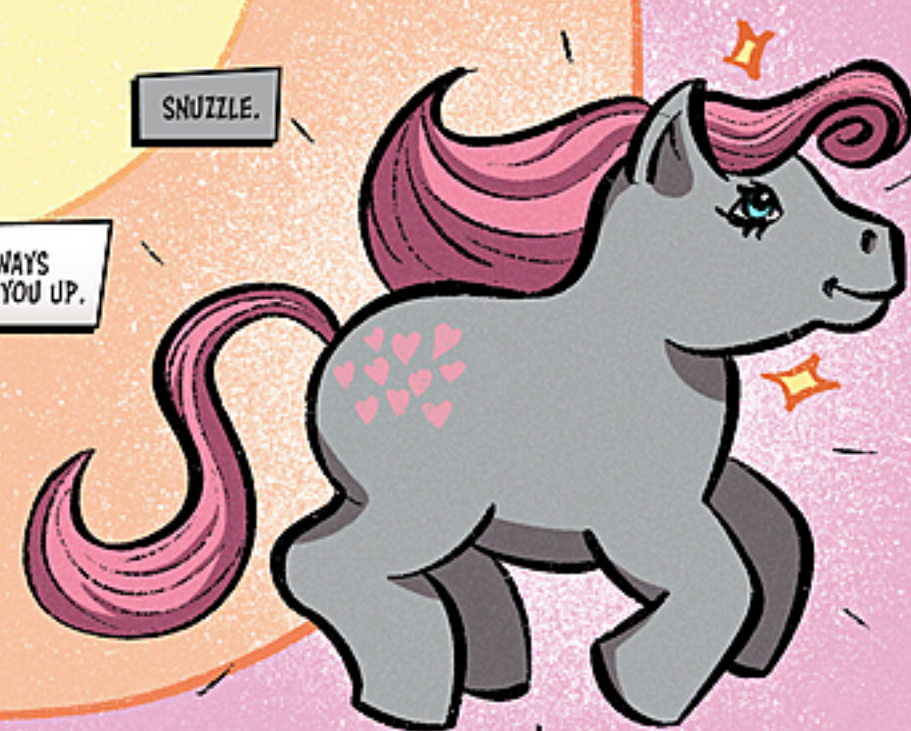
SHE BELONGS TO KELLY, AND SHE'S A FOREST PONY. SHE LOVES TO GO WANDERING THROUGH THE WOODS TO FIND PRETTY FLOWERS!

MINTY.



THIS ONE'S TIFFANY'S. SHE LIKES TO SNOOZE IN MINT PLANTS ALL DAY. THAT SOUNDS PRETTY GOOD, IF YOU ASK ME.

SNUZZLE.



I SNUZZLE WITH HER EVERY NIGHT! SHE ALWAYS KNOWS IF YOU'RE LONELY AND WILL CHEER YOU UP.

COTTON CANDY.



SHE'S OBSESSED WITH SWEETS AND SWEET TREATS. THIS JUST MAKES SENSE TO ME.

SHE'S TIFFANY'S, TOO!

BLOSSOM.



THIS IS MY OTHER PONY, AND SHE LOVES TO GROW FLOWERS! I AM TRYING TO LEARN HOW TO GARDEN FOR HER.

SHE'S ALMOST ALWAYS AT DANCE CLASS OR GYMNASTICS WHEN SHE'S NOT HANGING OUT WITH US, AND I LOVE TO PLAY WITH ALL HER COSTUMES.

THERE'S MELANIE!



THEN THERE'S TIFFANY.



SHE'S SOOO SMART. SHE READS SO MANY BOOKS AND IS ALSO AMAZING AT MATH. SOMETIMES SHE HELPS ME WITH MY HOMEWORK.

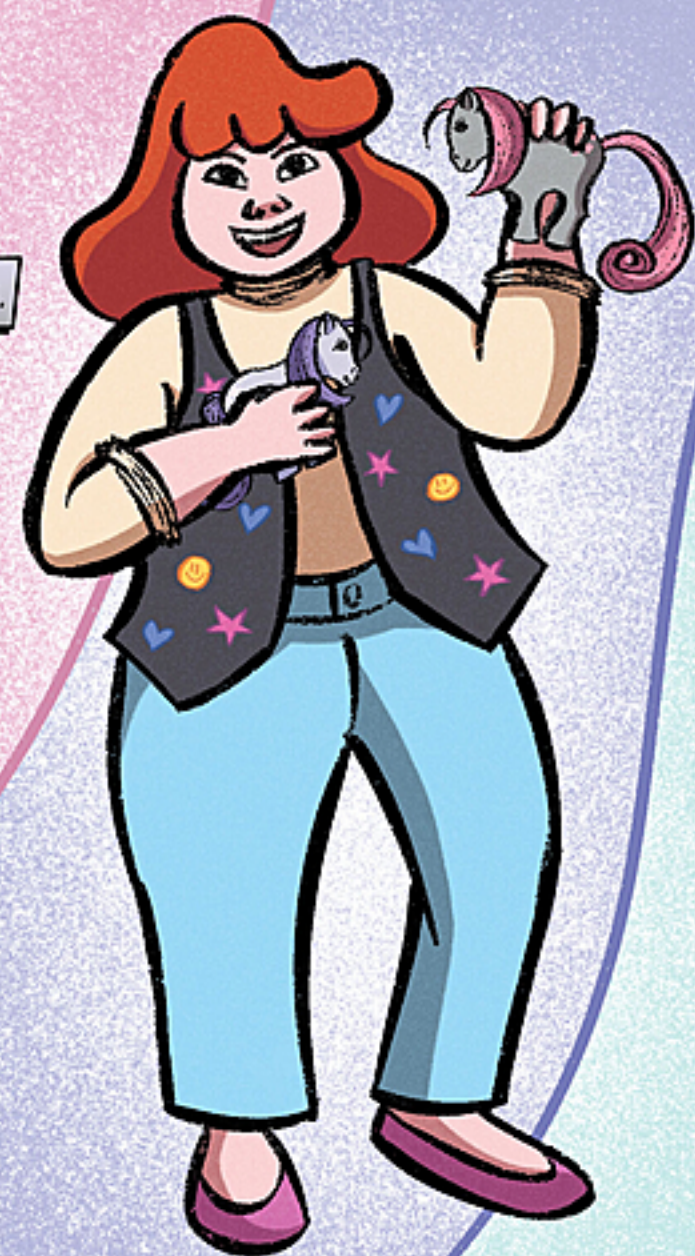
THAT'S KELLY.



SHE'S SO CONFIDENT AND COOL. EVERYONE LIKES HER, AND SHE HAS THE BEST FASHIONS. WE LOVE TO GO TO THE MALL TOGETHER.

AND THAT'S ME! I'M JULIE.

YOU'D HAVE TO ASK MY FRIENDS ABOUT WHAT I'M LIKE, I GUESS. BUT MY MOMS ARE REALLY COOL, AND SO WE ALWAYS HANG OUT AT MY HOUSE WHEN WE PLAY.



THIS REALLY HAS BEEN
THE BEST SUMMER EVER.

I JUST THOUGHT,
YOU KNOW, SAVING
THE WORLD WOULD
BE COOL.

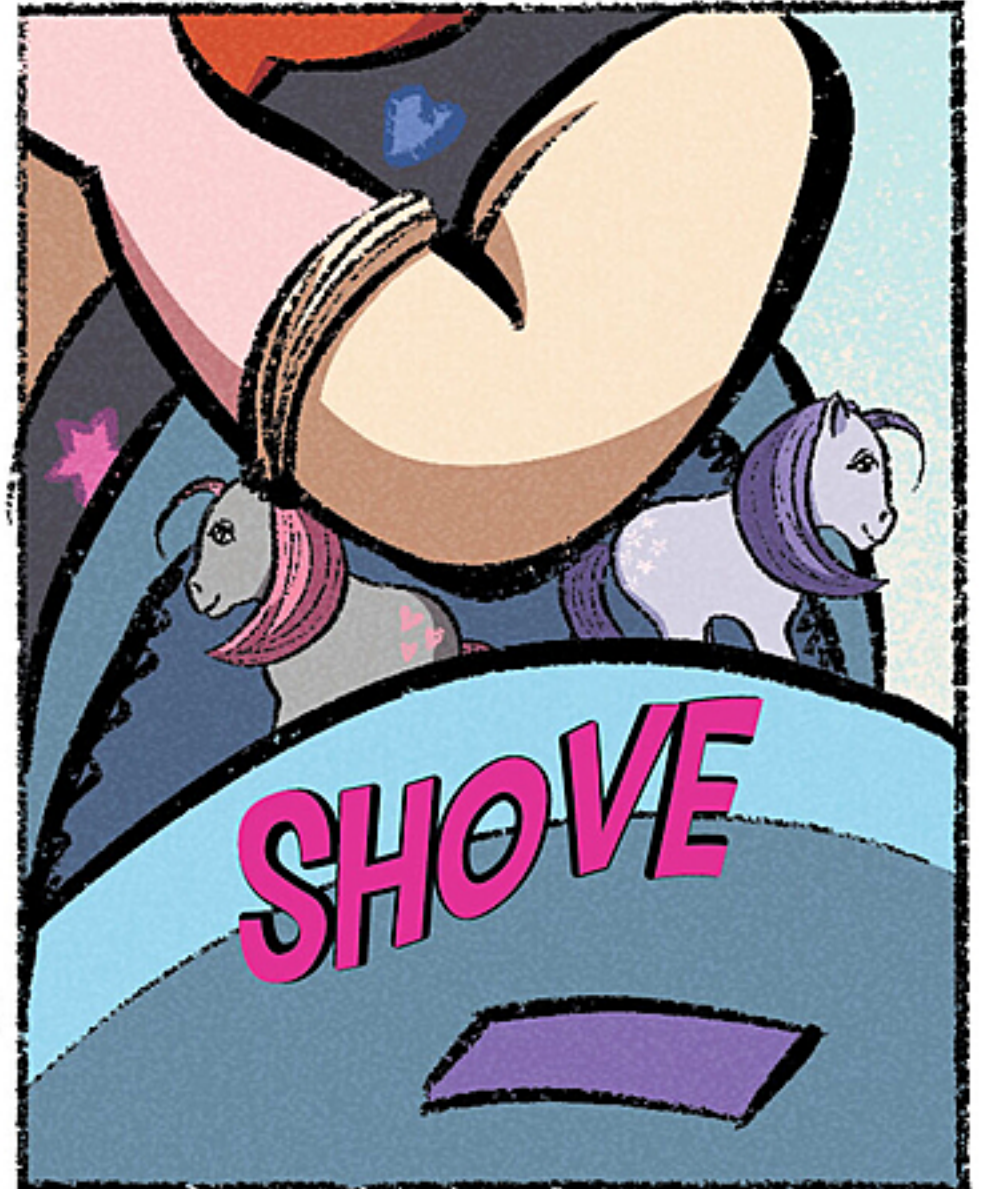
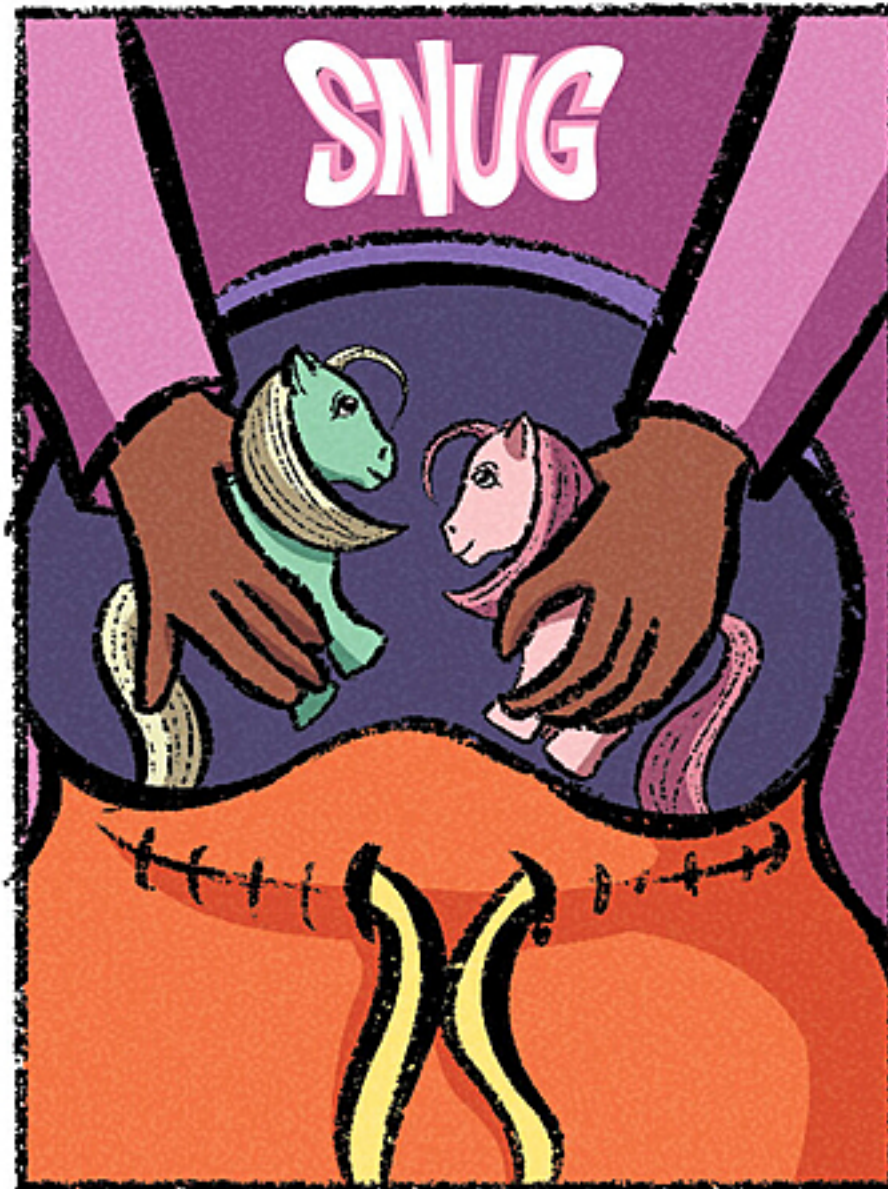
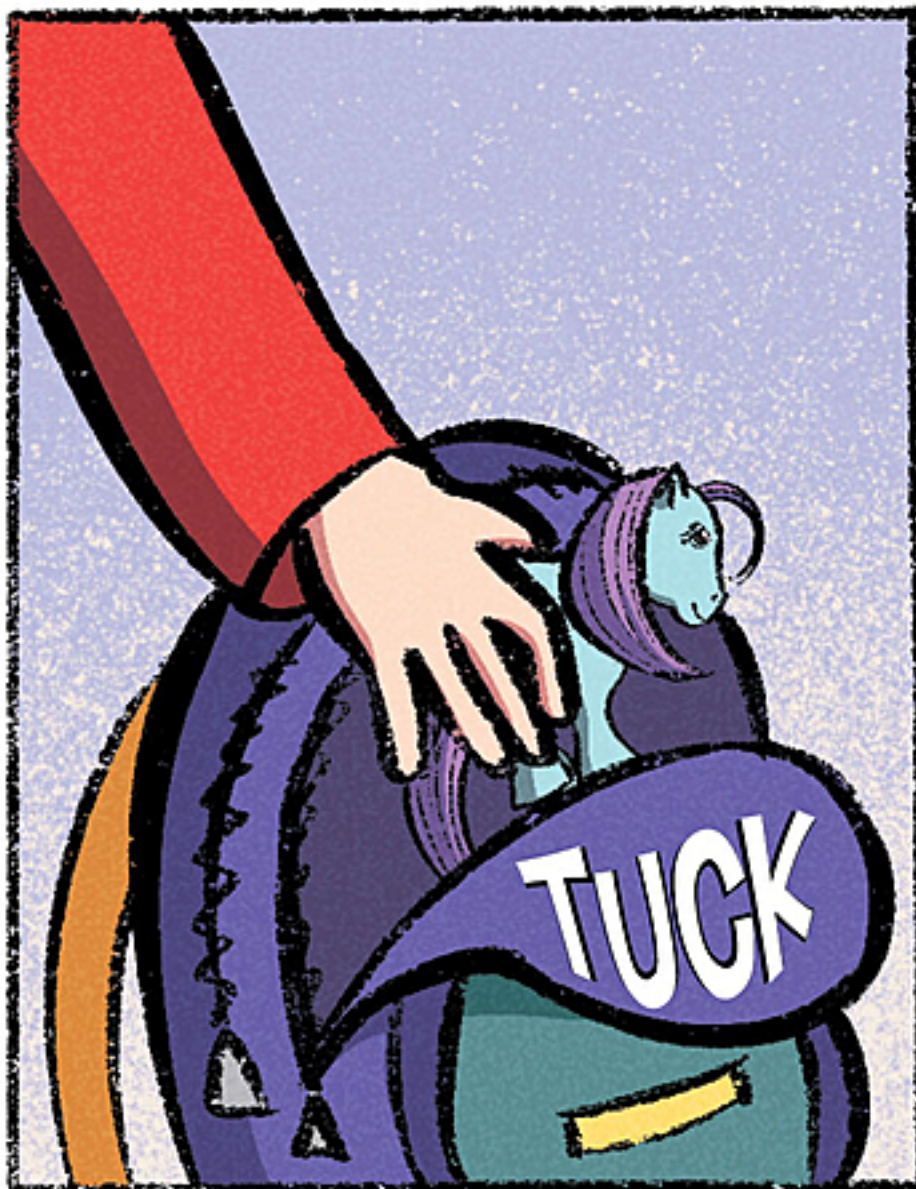
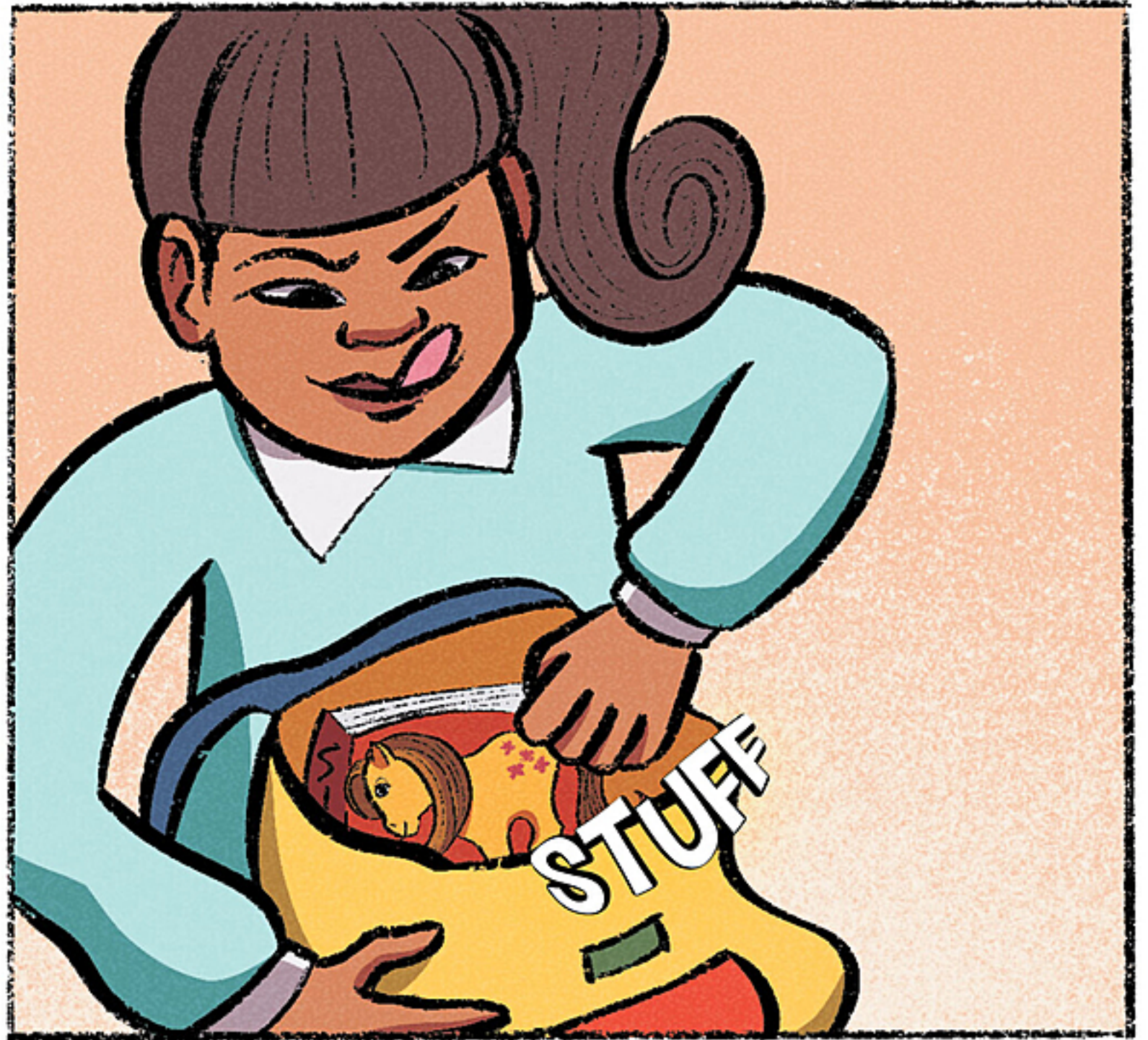
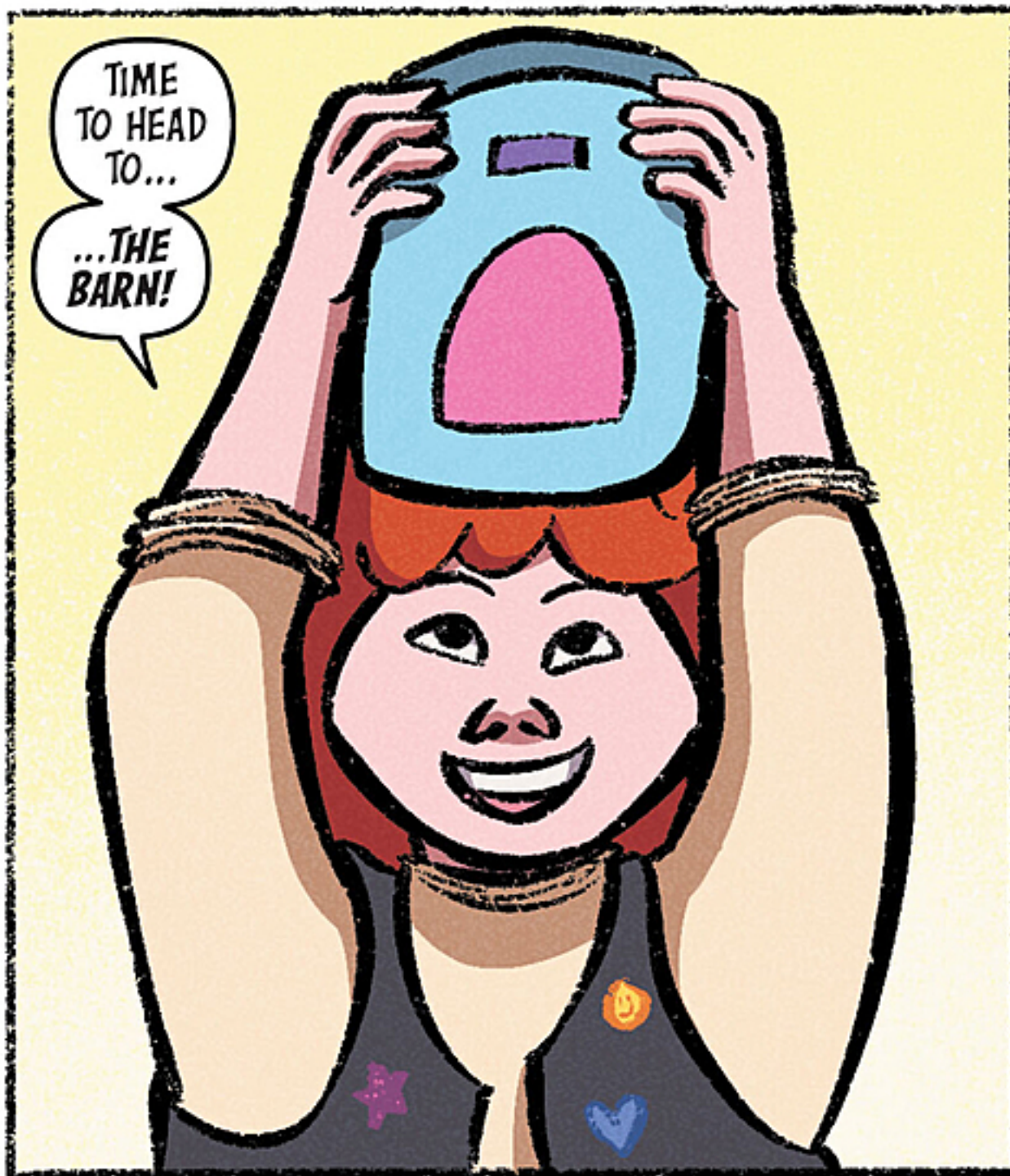
IT IS COOL!

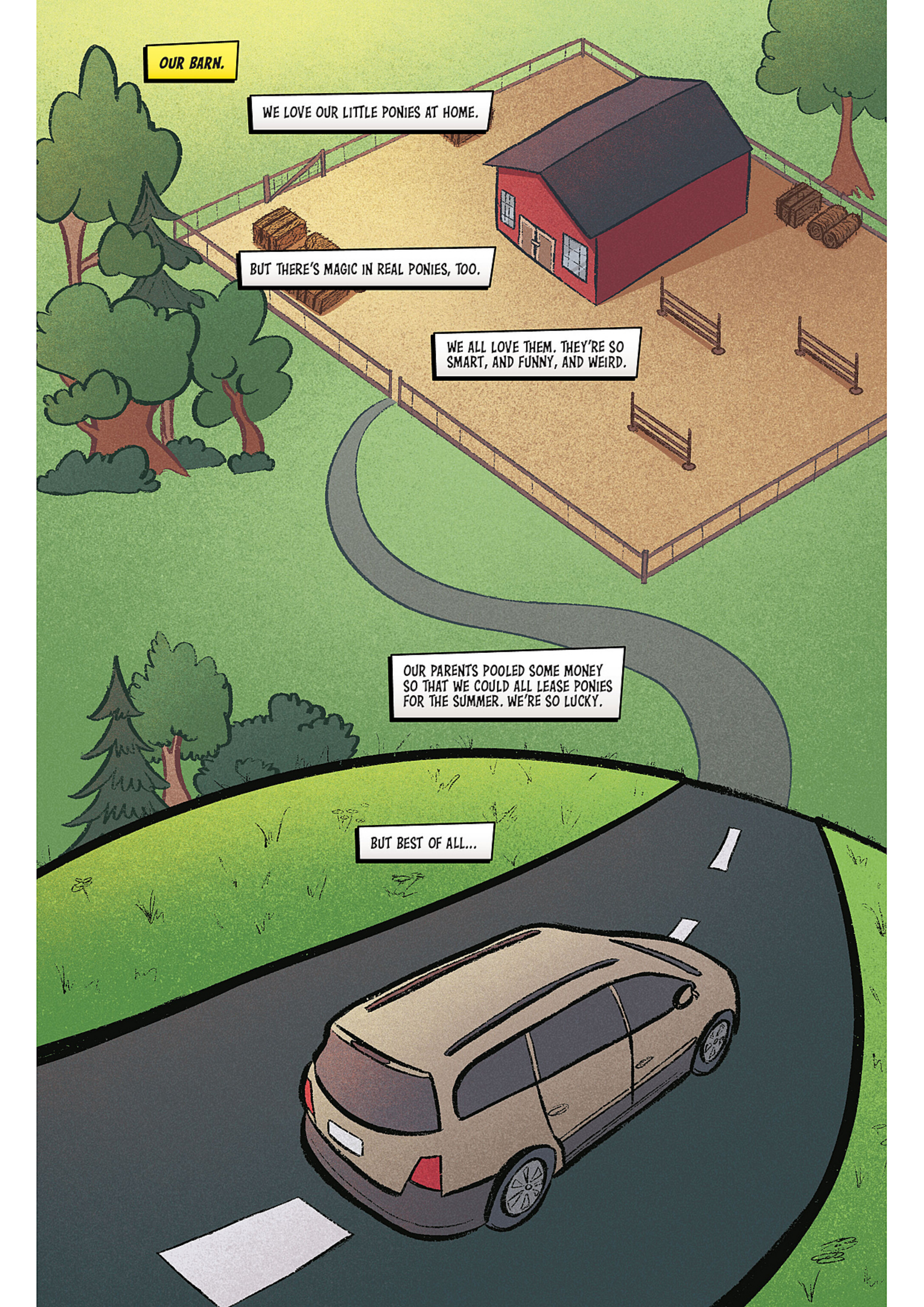
IT'S
JUST SO
MUCH.

IT'S OUR LAST SUMMER BEFORE MIDDLE SCHOOL, AND
WE'VE MOSTLY BEEN HANGING OUT IN MY BASEMENT
PLAYING WITH OUR NEW PONIES, UNTIL IT'S--

GIRLS! TIME
TO GO!





An isometric illustration of a farm. In the upper right, a red barn with a dark roof sits on a patch of brown ground. To its left is a large, fenced-in riding arena with a tan floor. A dirt path winds from the arena towards the bottom of the frame. In the bottom foreground, a tan minivan is driving on a dark asphalt road that curves to the right. The background is filled with green grass, several green trees, and some hay bales near the barn.

OUR BARN.

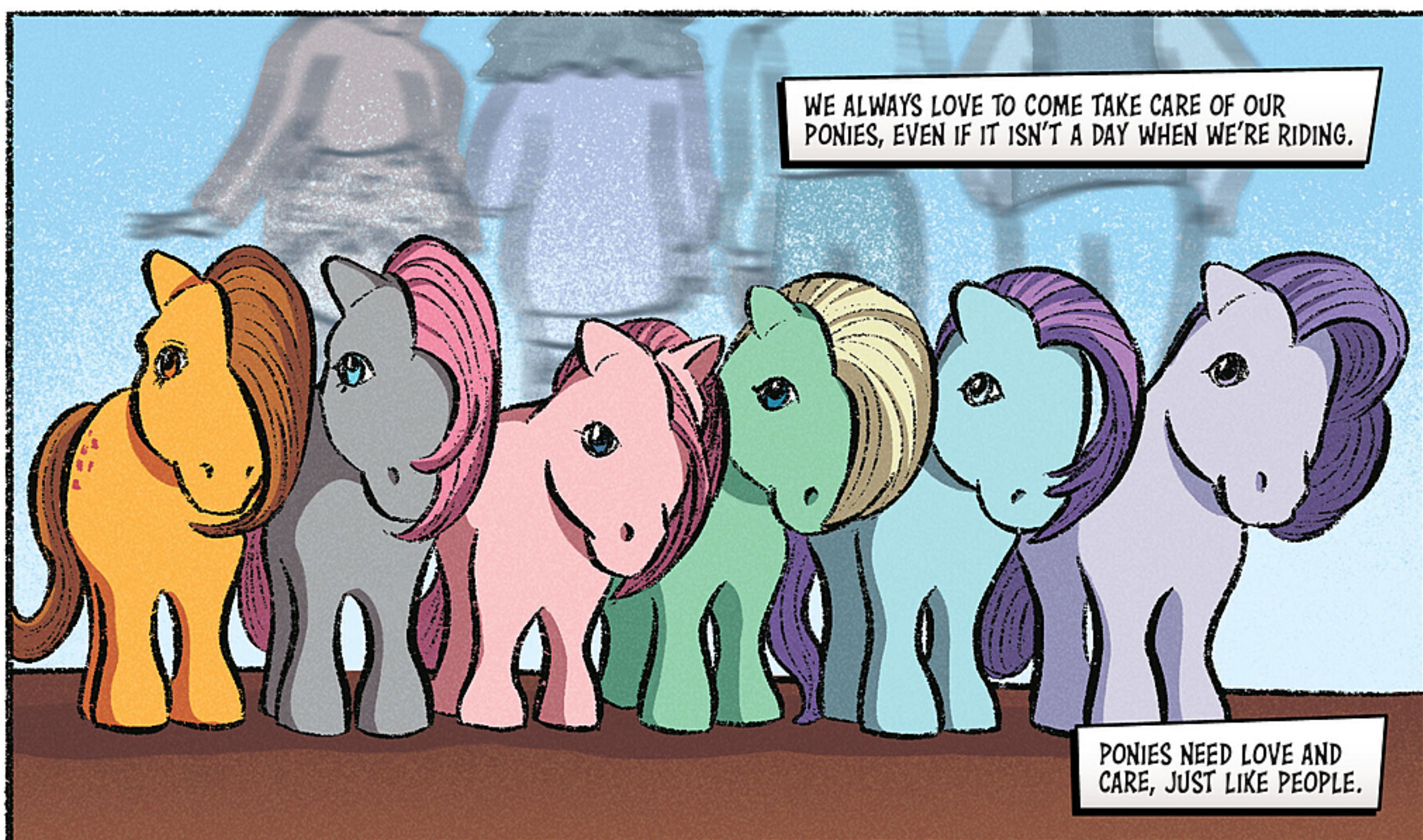
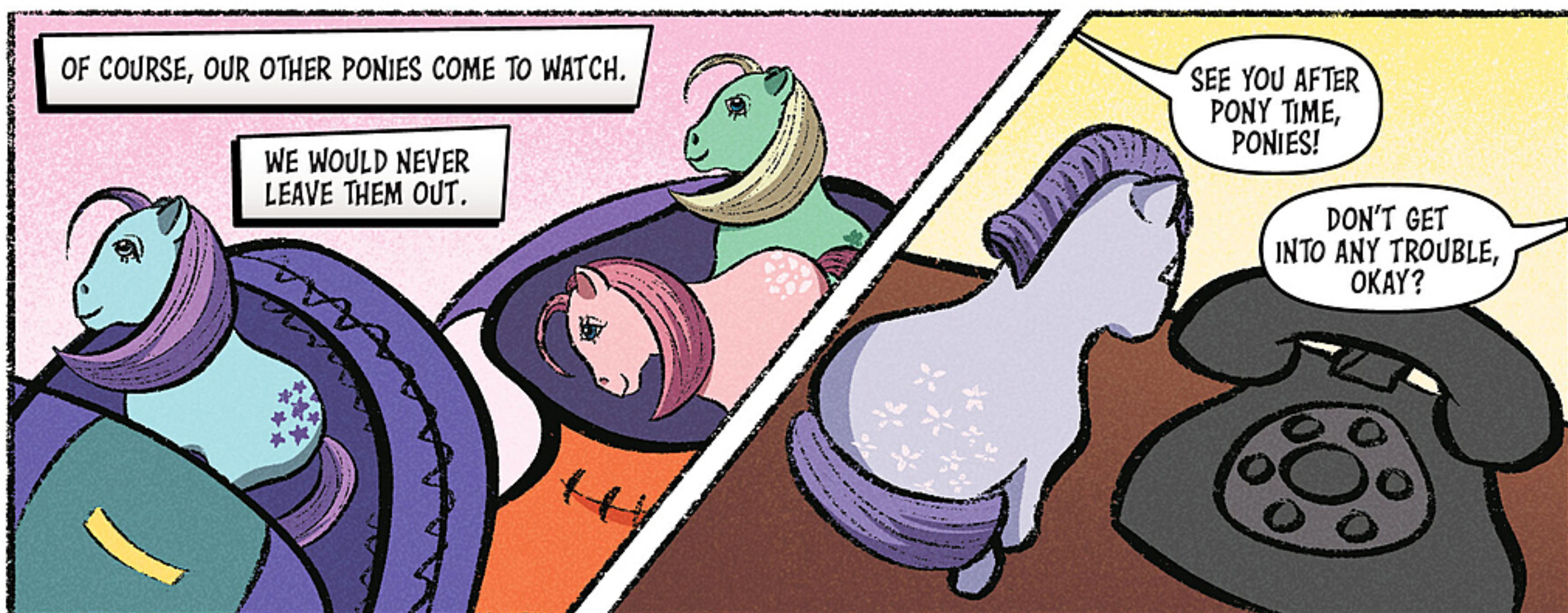
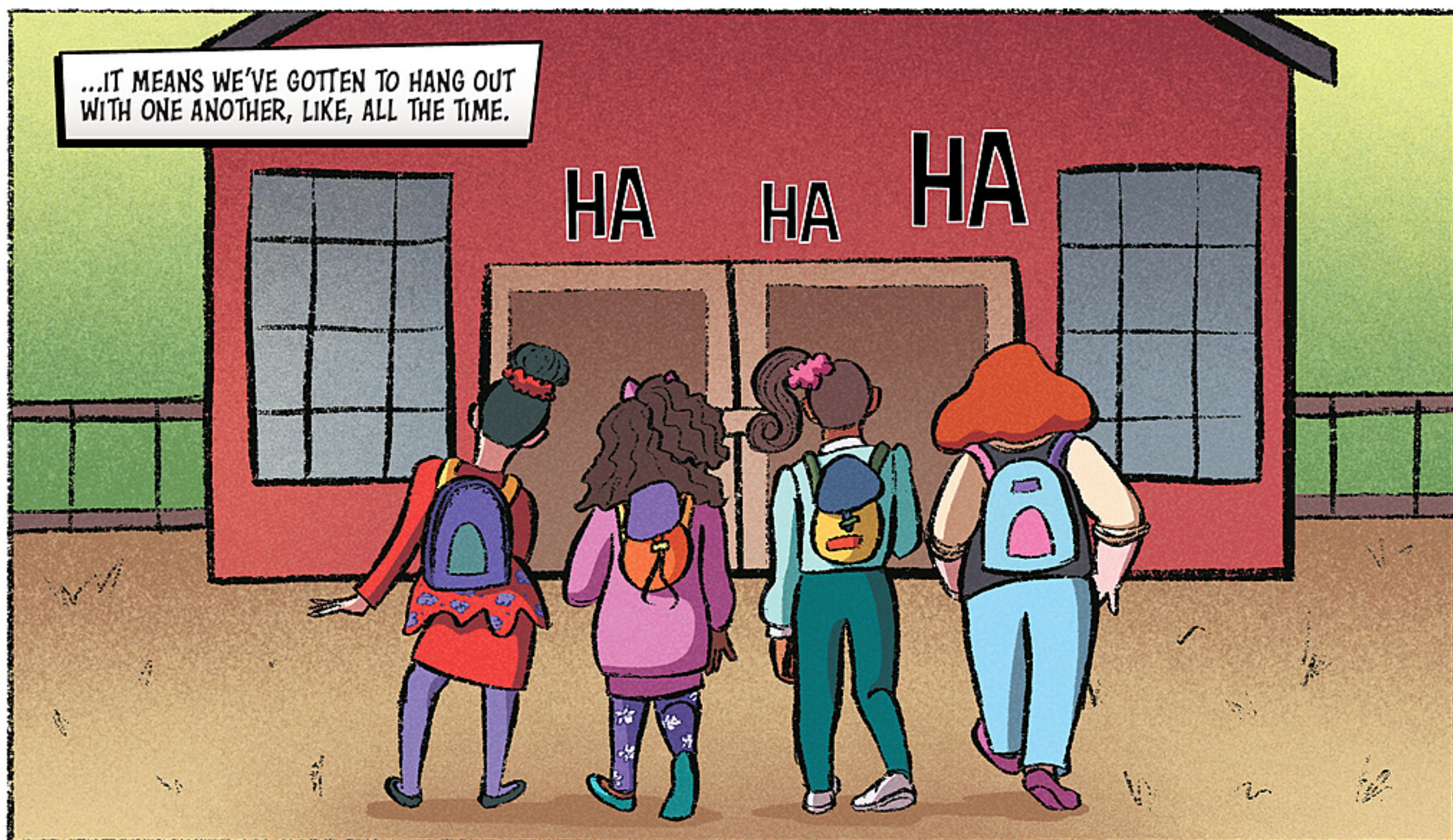
WE LOVE OUR LITTLE PONIES AT HOME.

BUT THERE'S MAGIC IN REAL PONIES, TOO.

WE ALL LOVE THEM. THEY'RE SO
SMART, AND FUNNY, AND WEIRD.

OUR PARENTS POOLED SOME MONEY
SO THAT WE COULD ALL LEASE PONIES
FOR THE SUMMER. WE'RE SO LUCKY.

BUT BEST OF ALL...



IT REALLY HAS BEEN THE PERFECT SUMMER,
FULL OF PONIES AND PLAYDATES.

BUT THERE'S THIS LITTLE PART OF ME
THAT'S SO, SO NERVOUS ABOUT THE FALL.

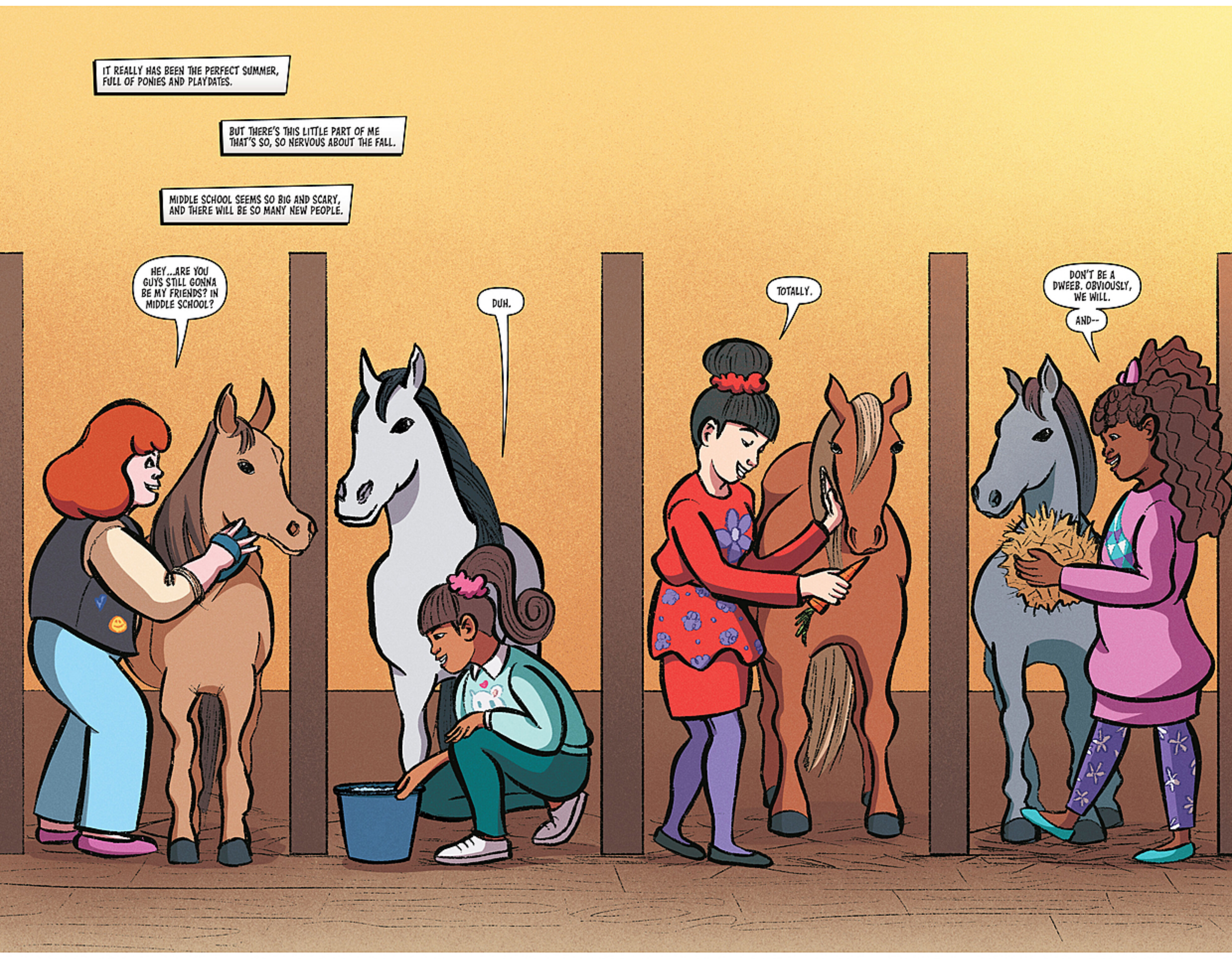
MIDDLE SCHOOL SEEMS SO BIG AND SCARY,
AND THERE WILL BE SO MANY NEW PEOPLE.

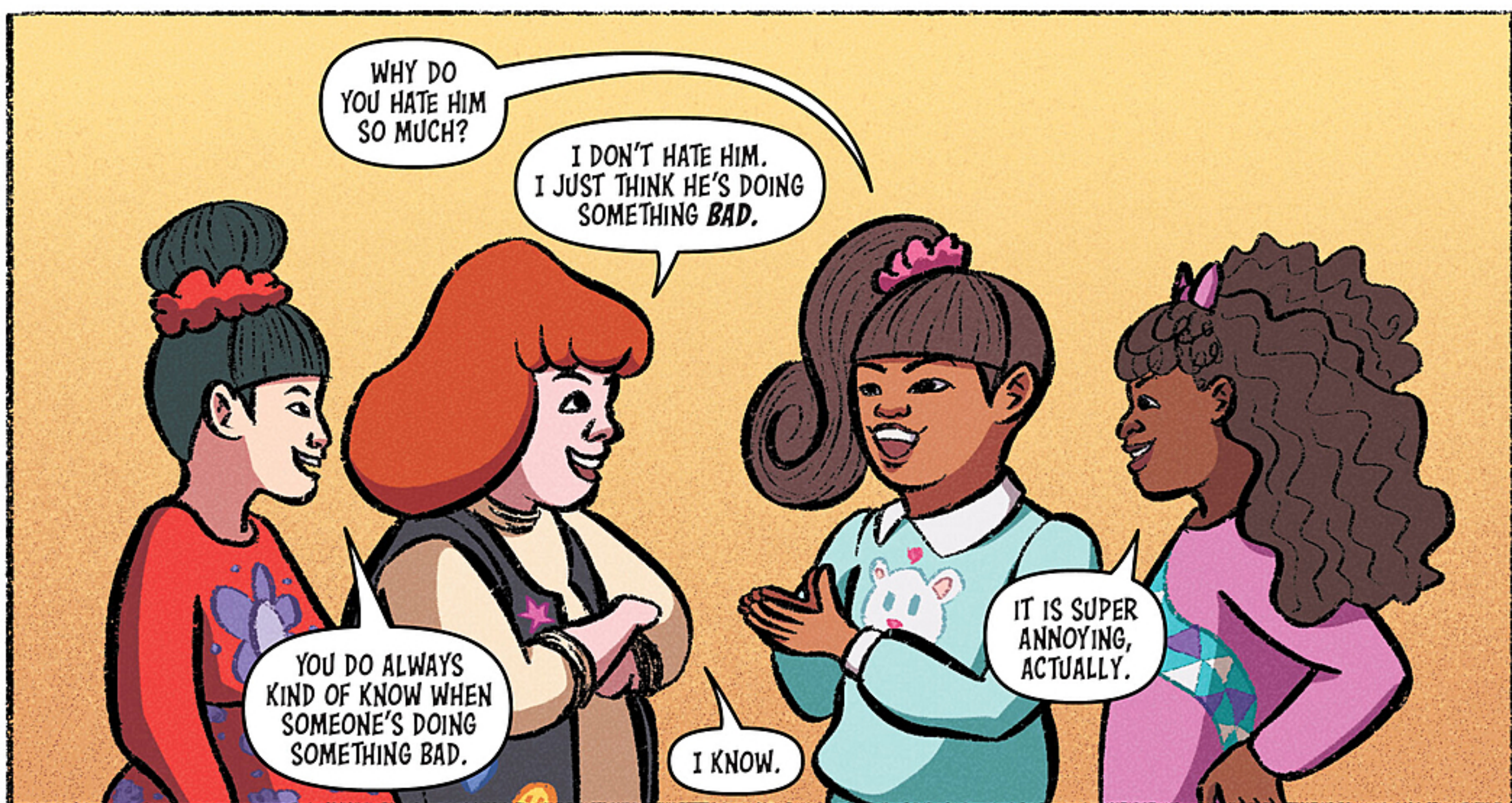
HEY...ARE YOU
GUYS STILL GONNA
BE MY FRIENDS? IN
MIDDLE SCHOOL?

DUH.

TOTALLY.

DON'T BE A
DWEEB. OBVIOUSLY,
WE WILL.
AND--



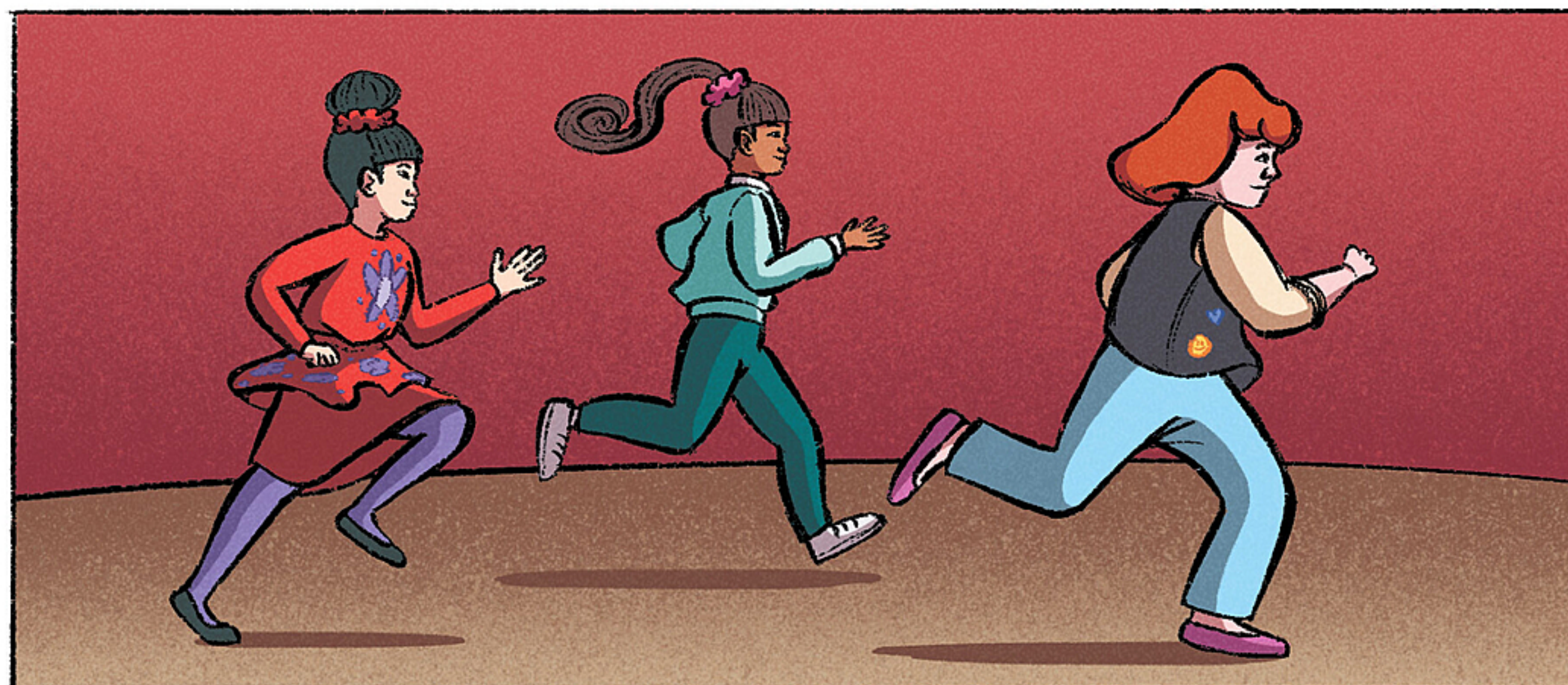
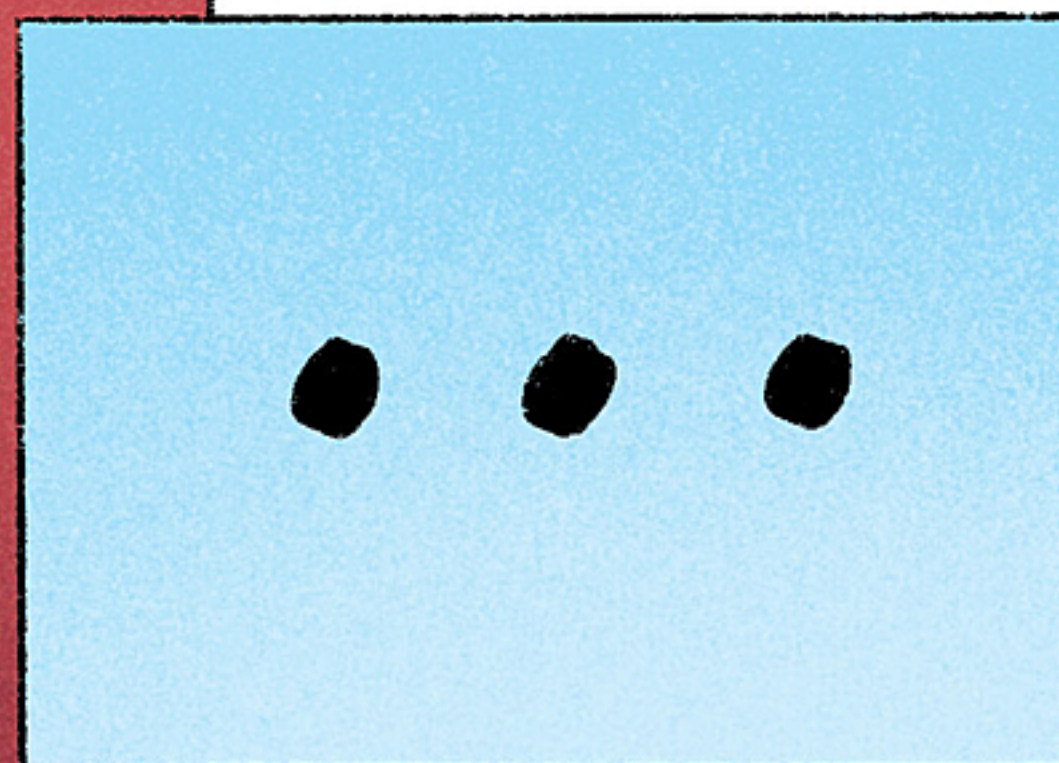
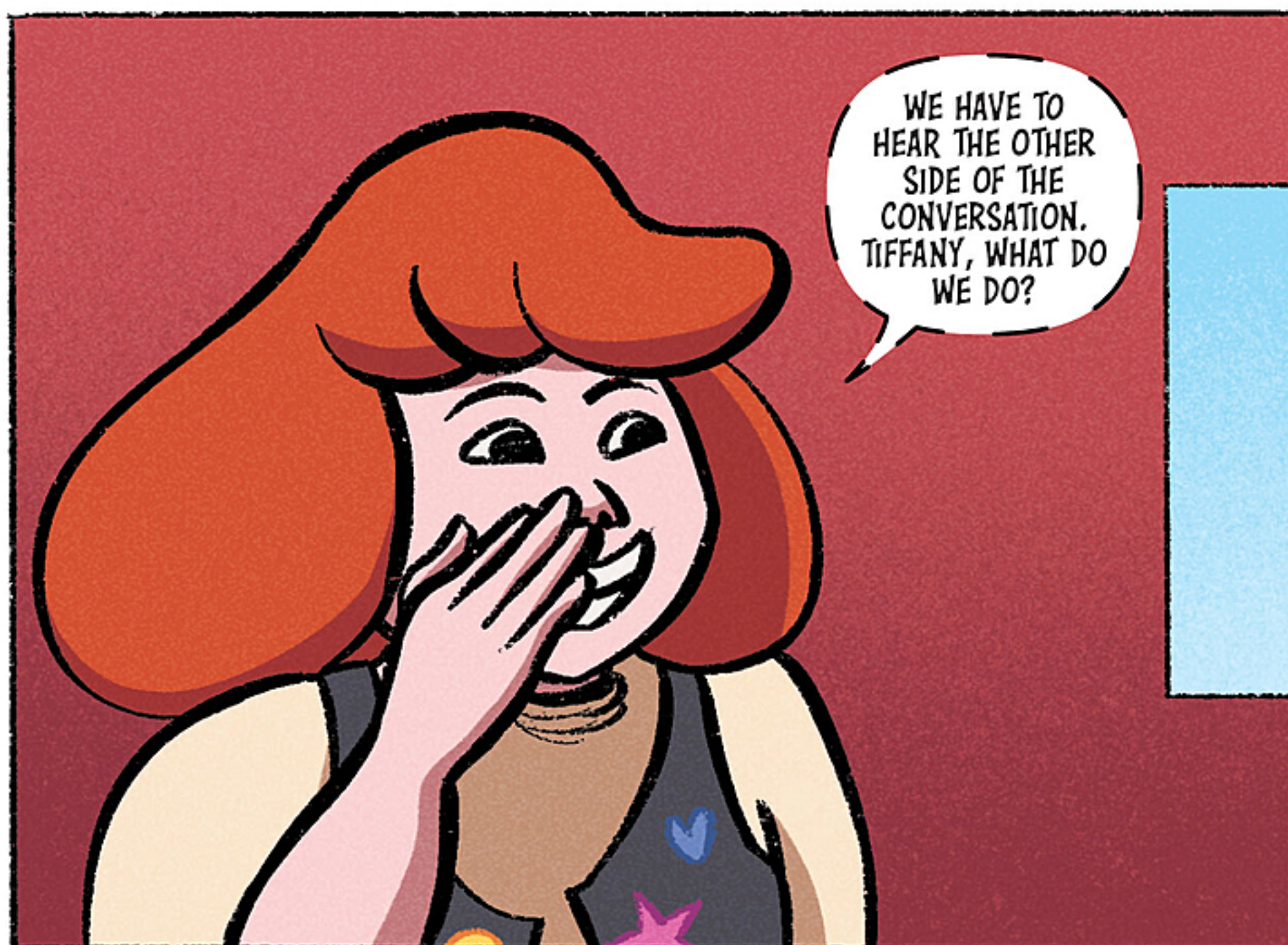


BARN OFFICE

I MEAN, IT'S NOT
IMPOSSIBLE.

BUT IT
WOULD HAVE TO
BE **SIGNIFICANT**.

WHAT KIND OF OFFER
ARE WE TALKING ABOUT
HERE, HUGH?



AHA. SEE?

SOOO SMART.

SO WHAT'S ON
THE TABLE?

THREE
MILLION.

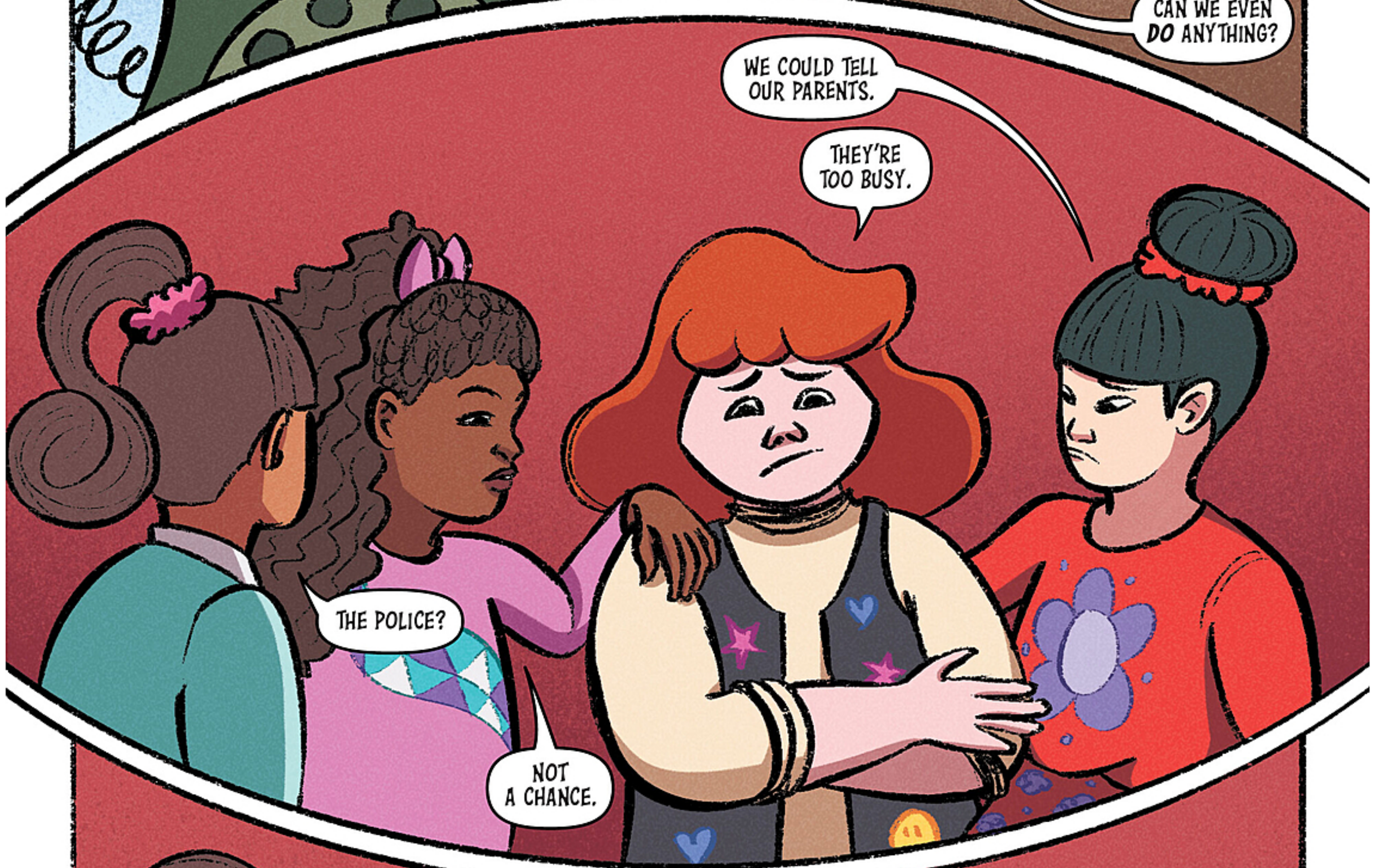
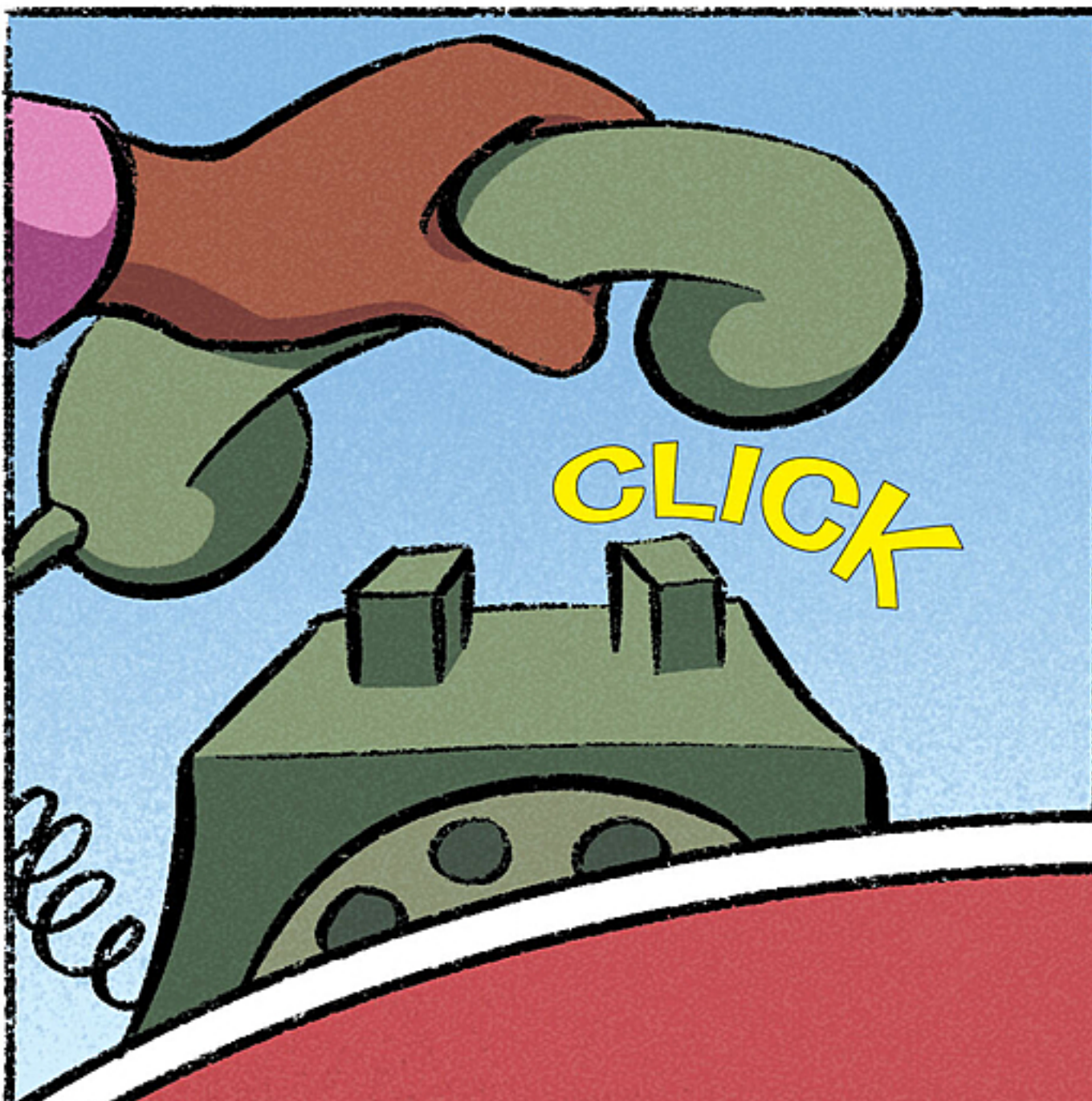
DOLLARS?!

YES. IT'S A SMALL PRICE
FOR GROGAR DEVELOPMENTS
TO PAY FOR SUCH AN
IDEAL LOCATION.

THIS **BARN**
IS THE PERFECT
PLACE...

...TO BUILD MY
BIGGEST EVER
MALL!







SO WE PROMISED WE WOULD DO WHATEVER IT TOOK
TO SAVE OUR FAVORITE SPOT AND OUR SWEET PONIES.

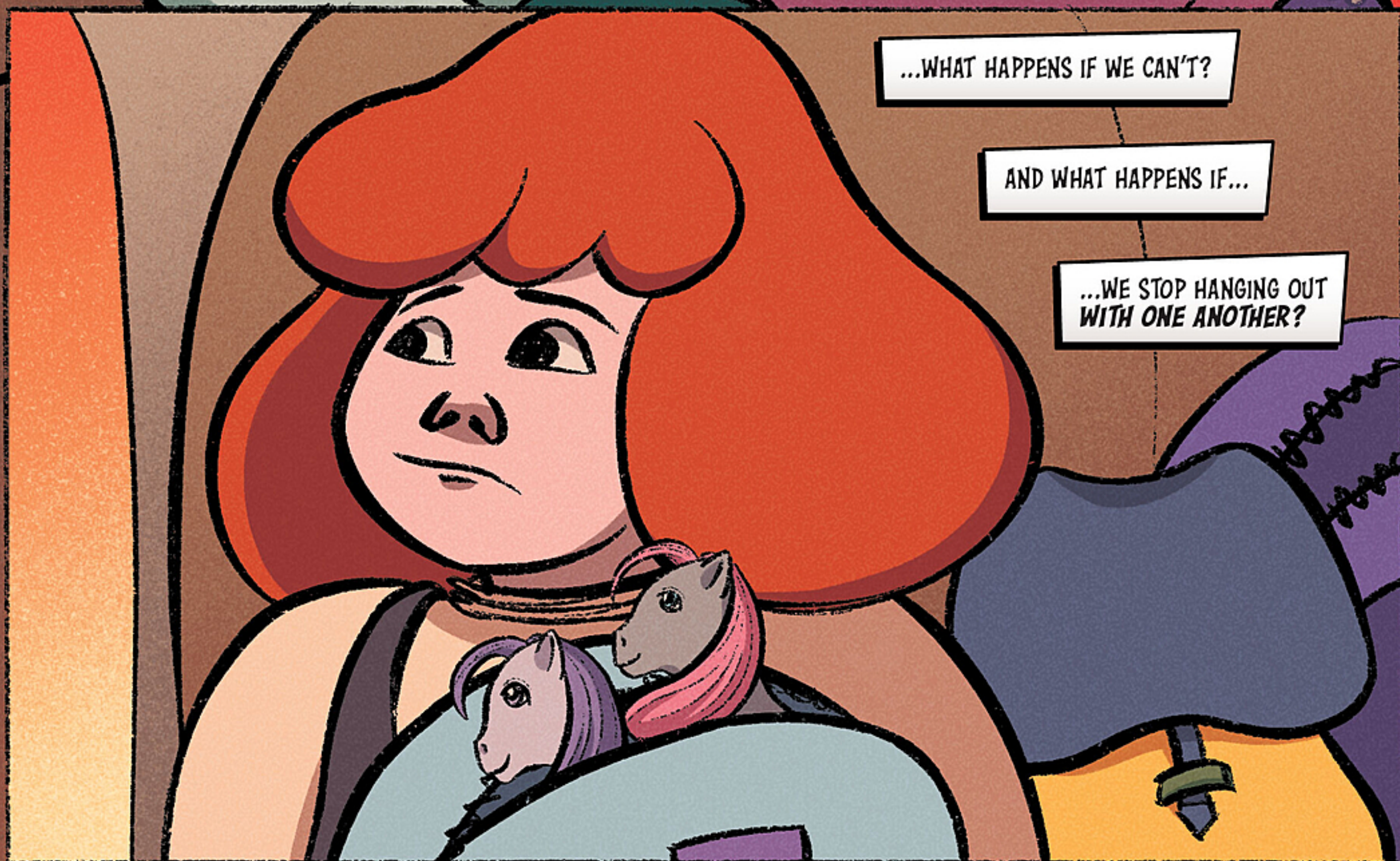
BUT MIDDLE SCHOOL STARTS NEXT
WEEK. AND I GUESS I'M JUST WORRIED...



...WHAT HAPPENS IF WE CAN'T?

AND WHAT HAPPENS IF...

...WE STOP HANGING OUT
WITH ONE ANOTHER?



ONE WEEK LATER.

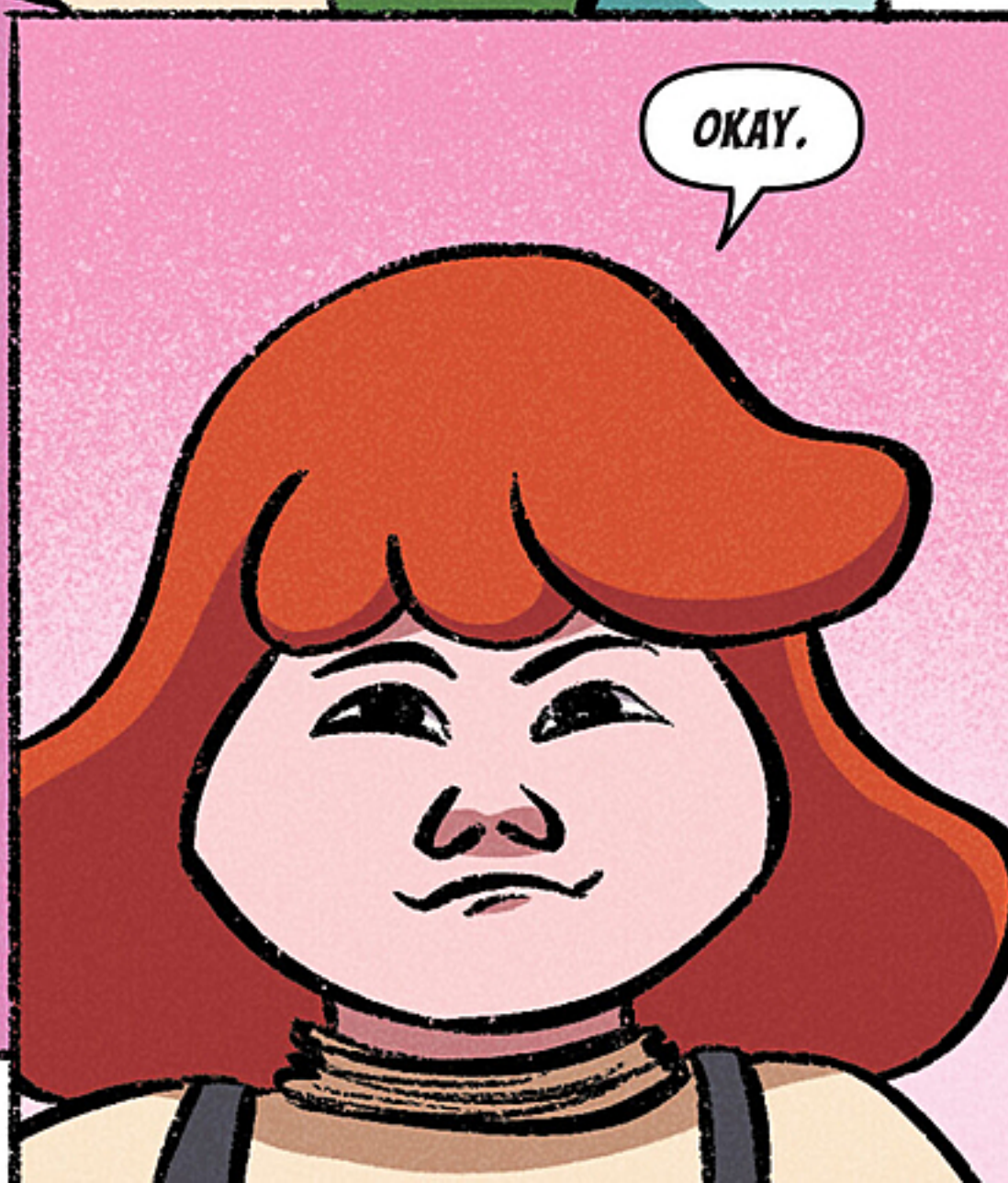
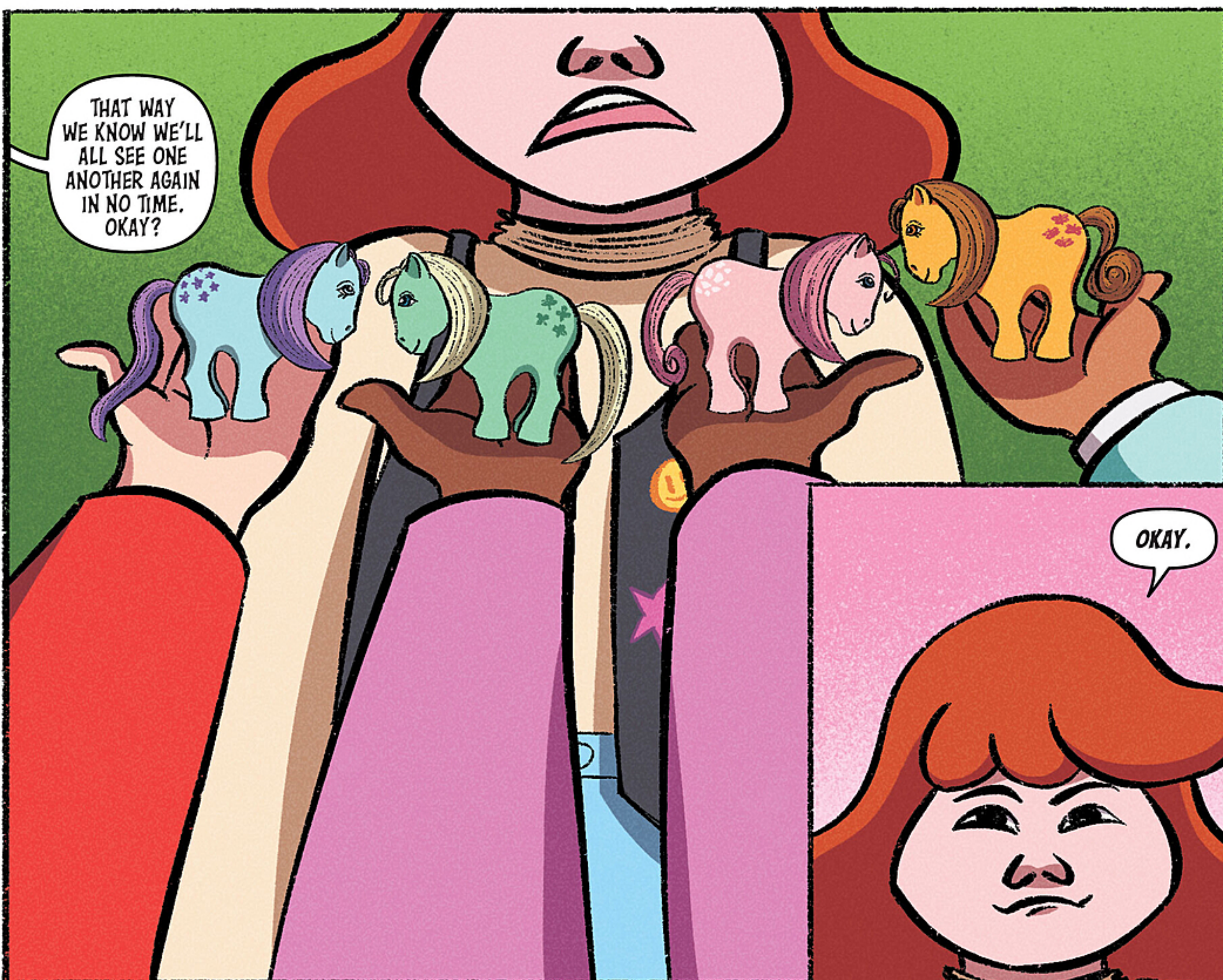
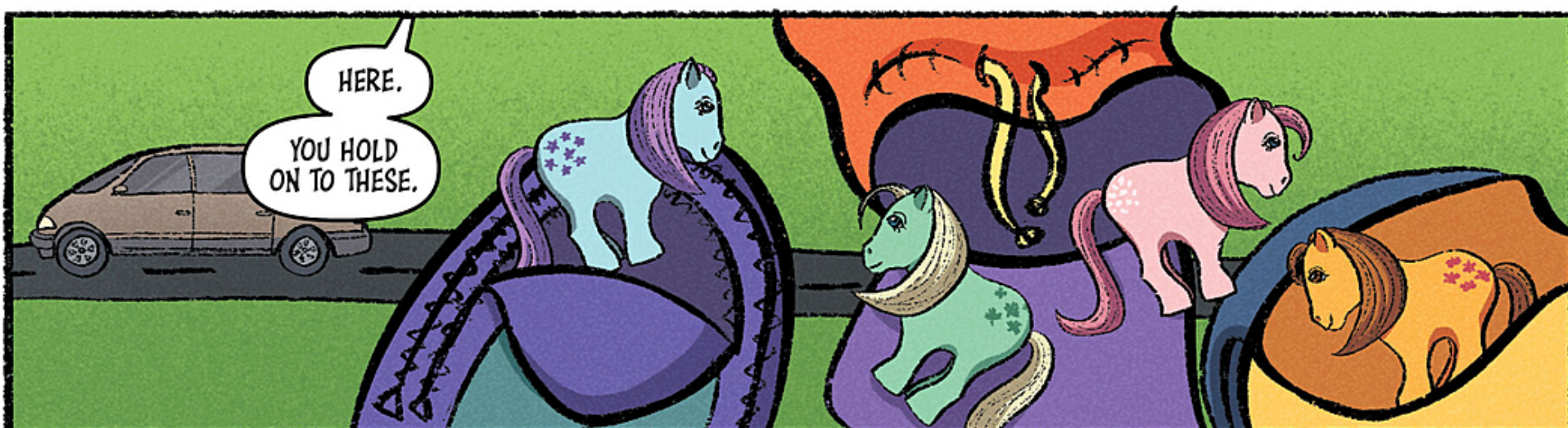
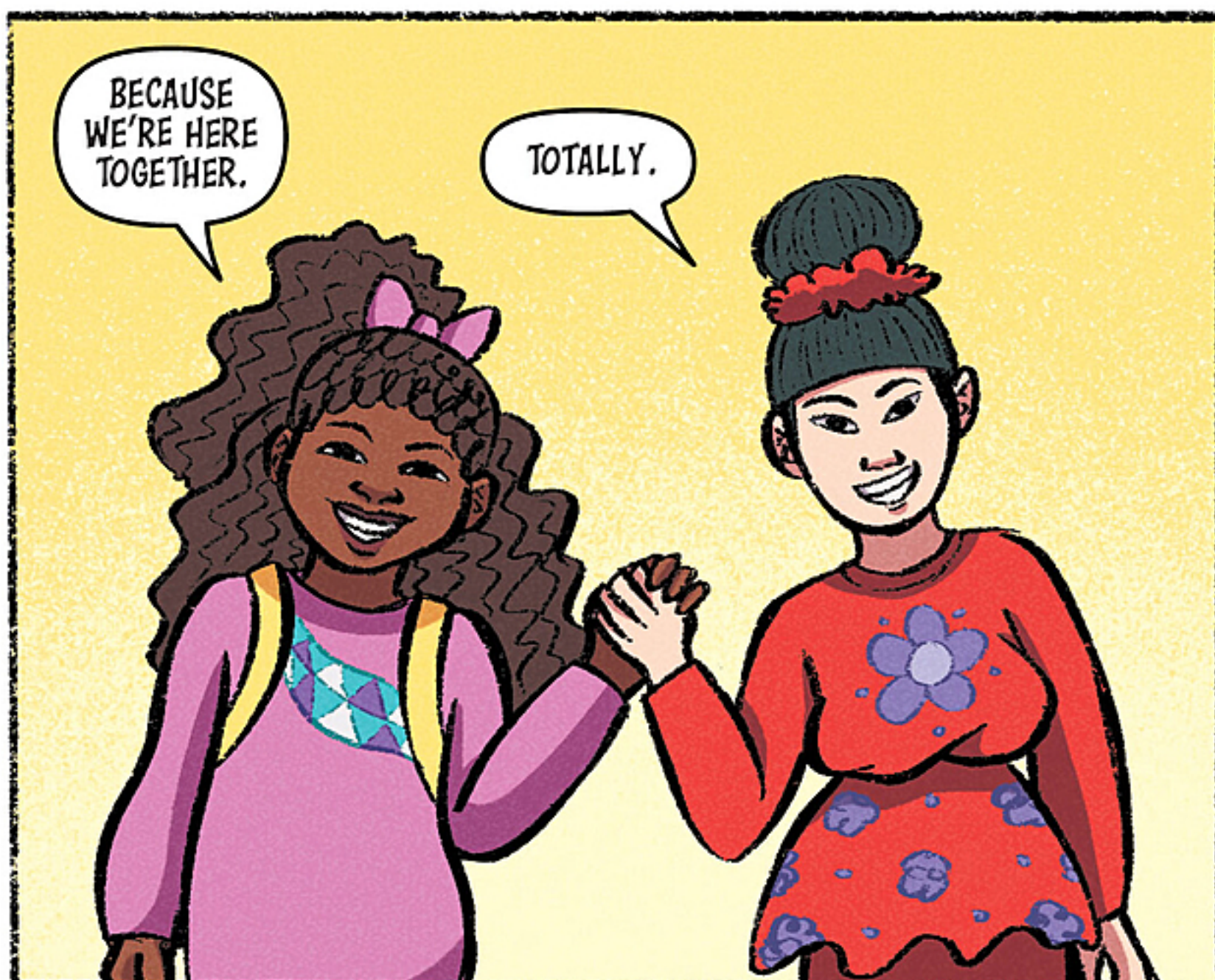
WESTERN MIDDLE SCHOOL

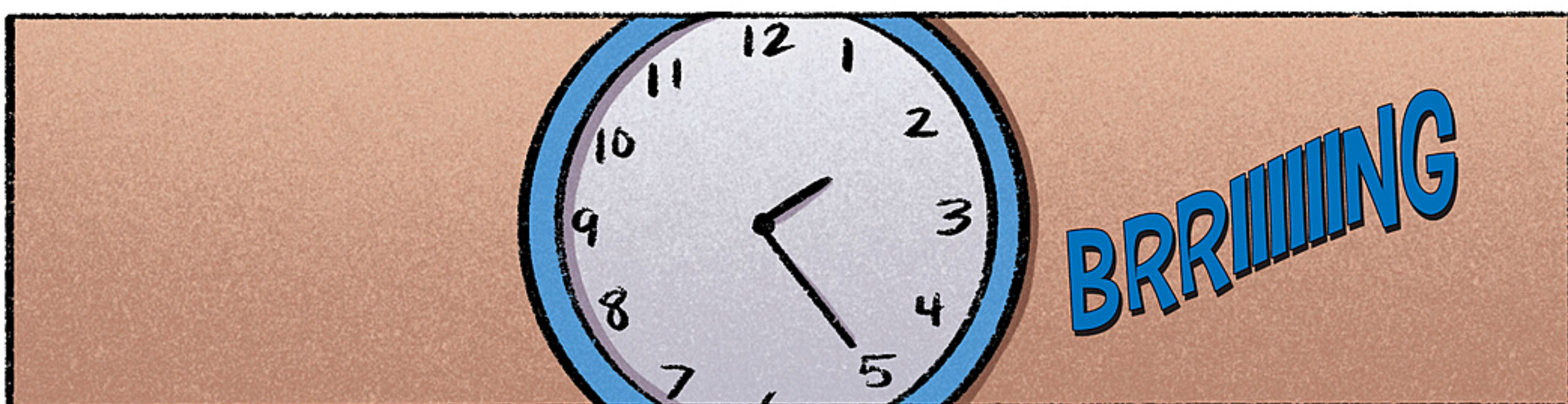
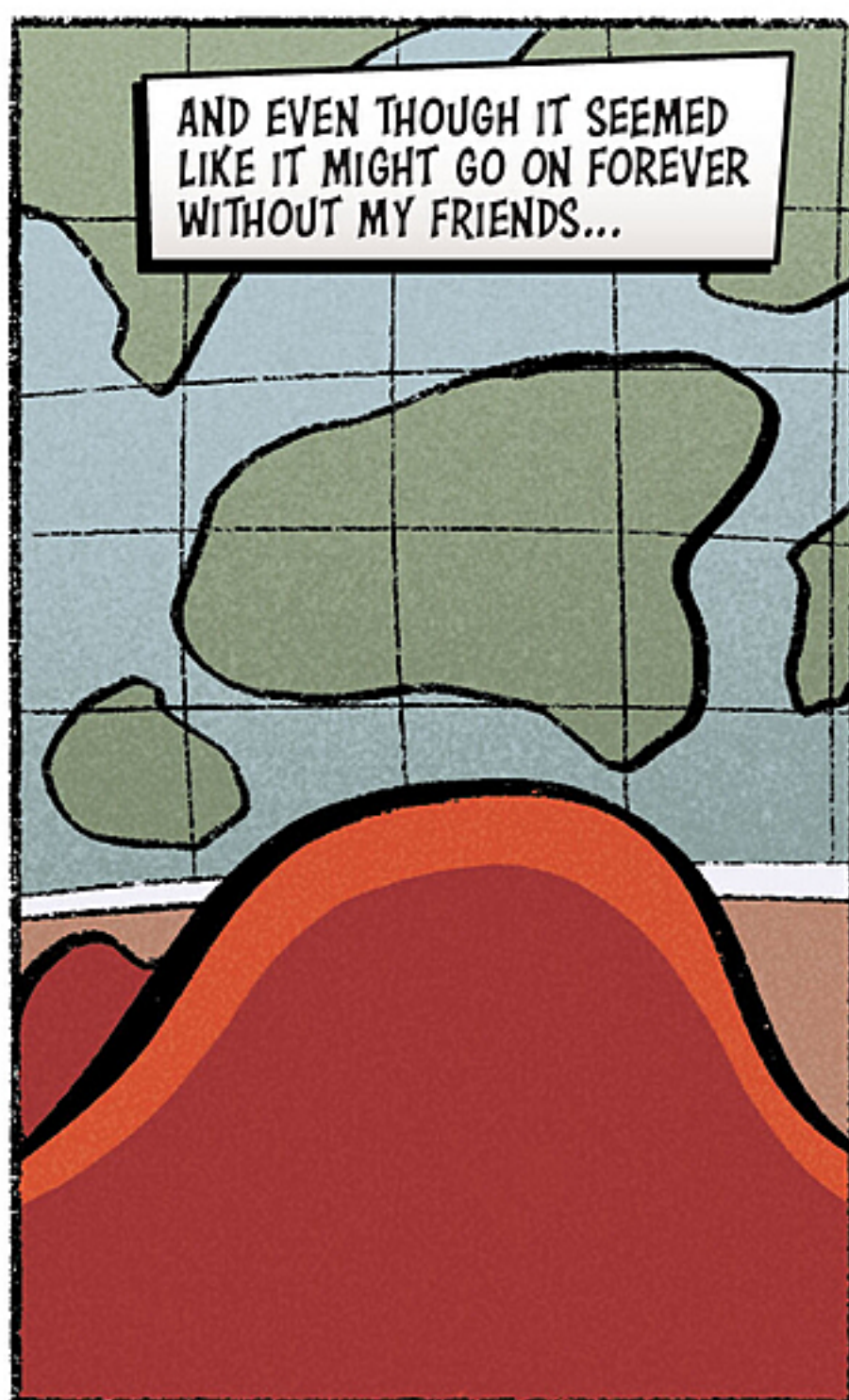
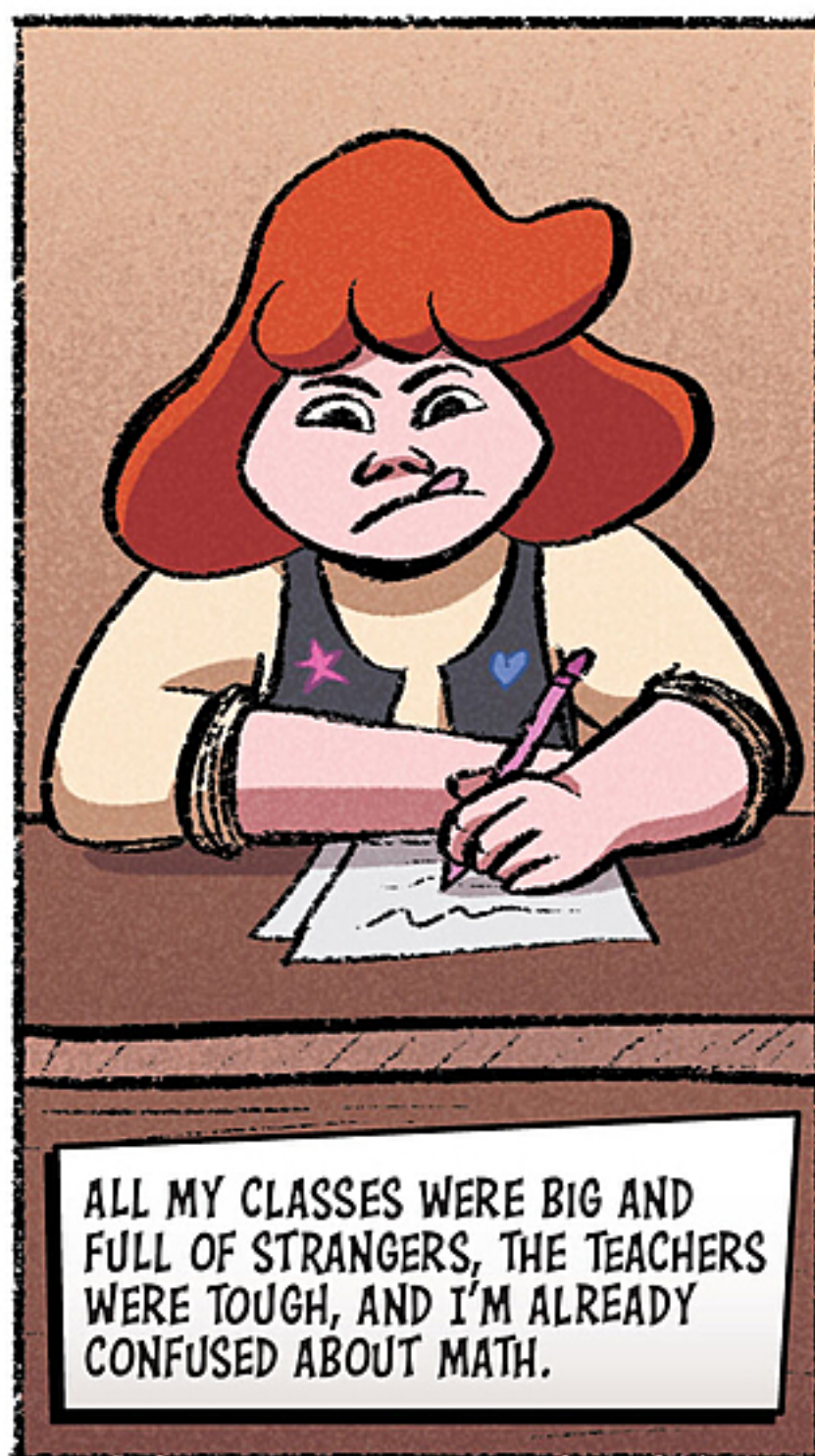
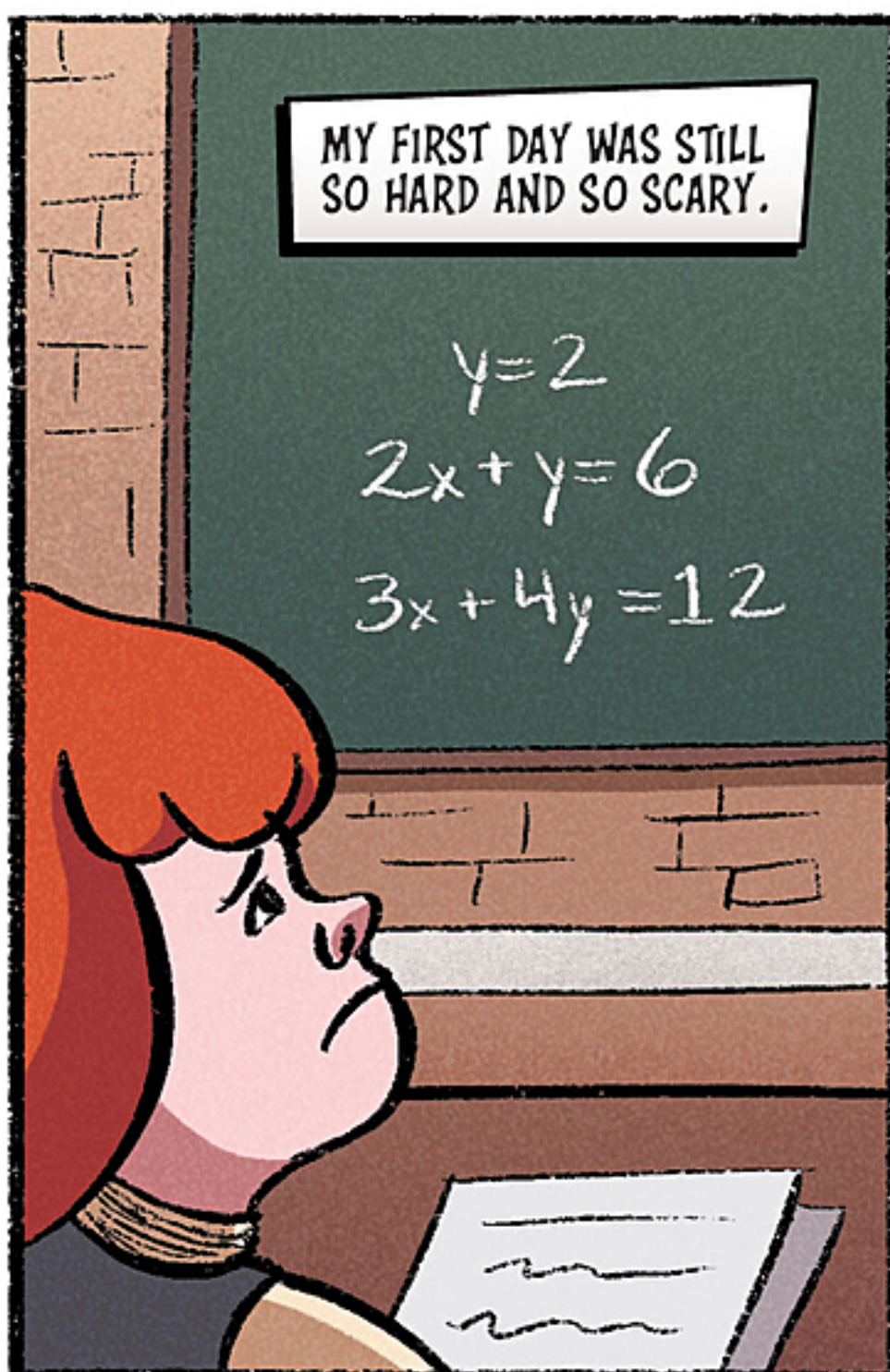


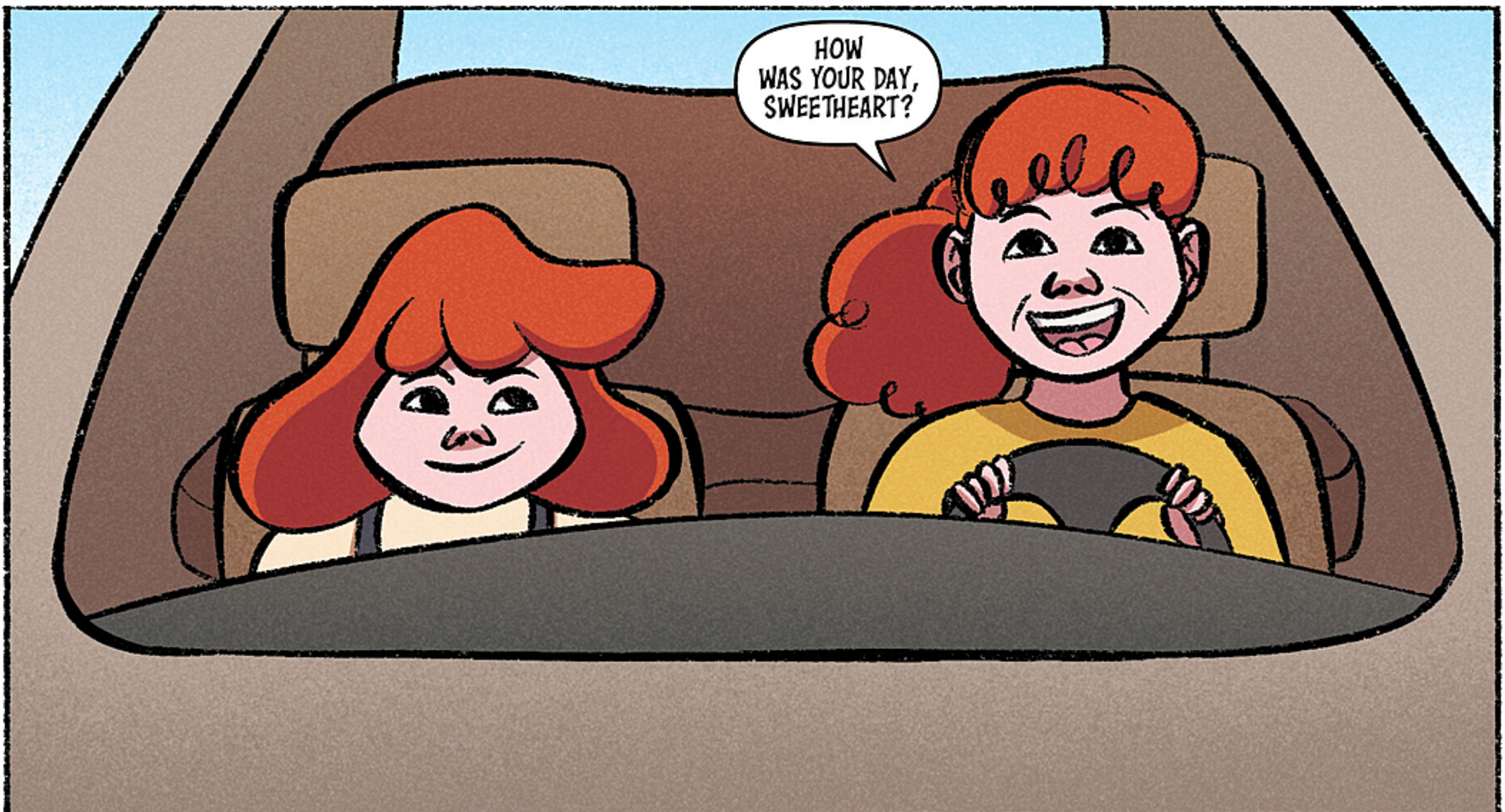
I DON'T
KNOW ABOUT
THIS...

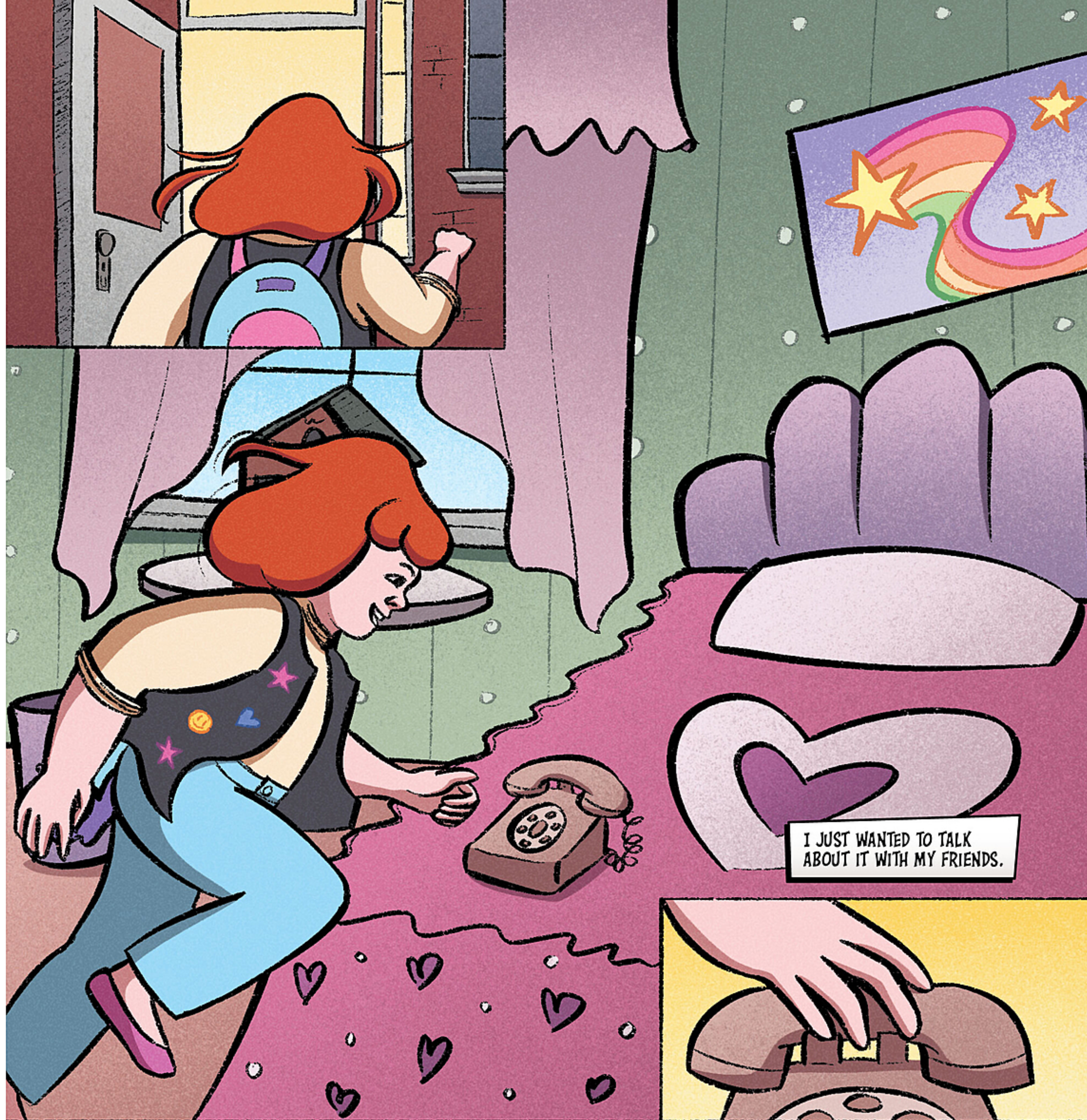
...CAN I JUST
GO BACK TO OUR
SCHOOL?

HEY.









BUT IT WASN'T OKAY. NOT AT ALL.
EVERYONE GOT SO BUSY ON THEIR OWN.

CAUGHT UP IN GETTING GOOD GRADES...



...OR TRYING TO BE POPULAR...



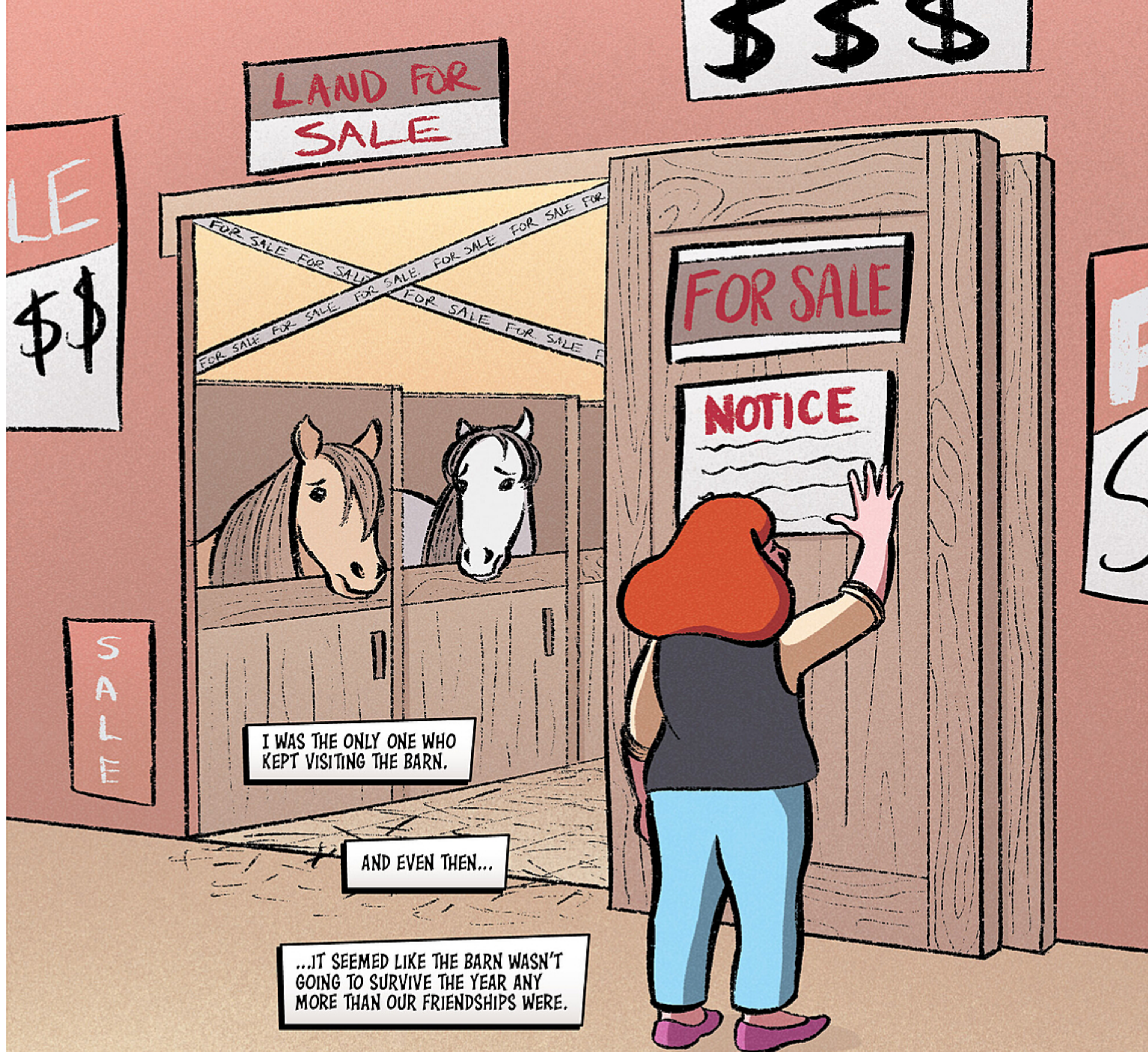


...OR NEW EXTRACURRICULARS OUR PARENTS WANTED US TO TRY.

IT SEEMED LIKE NOBODY HAD TIME FOR ME ANYMORE.



NOBODY HAD TIME FOR OUR PONIES. SOMETIMES NOT EVEN ME.



I WAS THE ONLY ONE WHO
KEPT VISITING THE BARN.

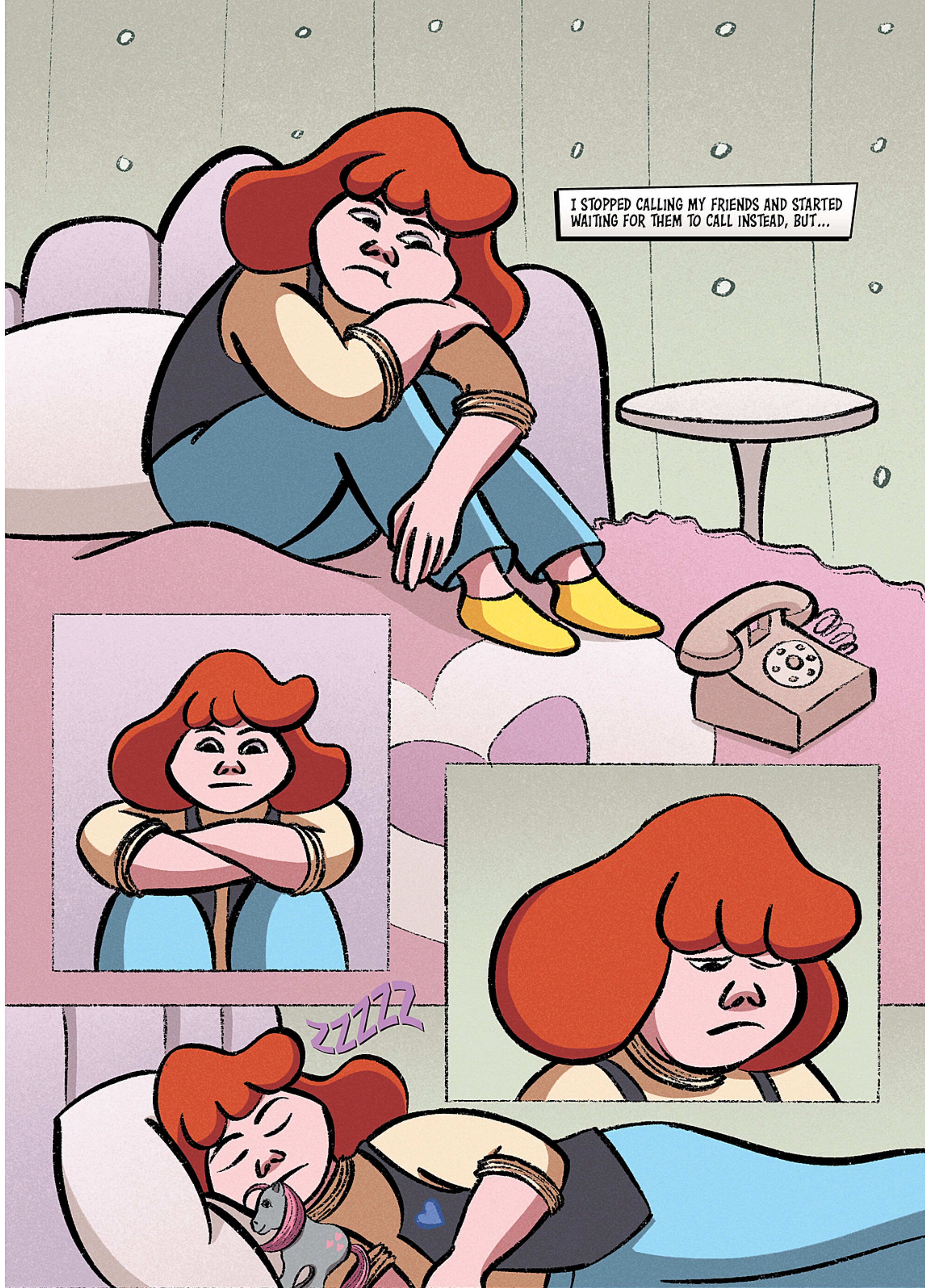
AND EVEN THEN...

...IT SEEMED LIKE THE BARN WASN'T
GOING TO SURVIVE THE YEAR ANY
MORE THAN OUR FRIENDSHIPS WERE.

NOTICE
LAND USE PROPOSAL:
SHOPPING MALL
DEVELOPER: HUGH MANN

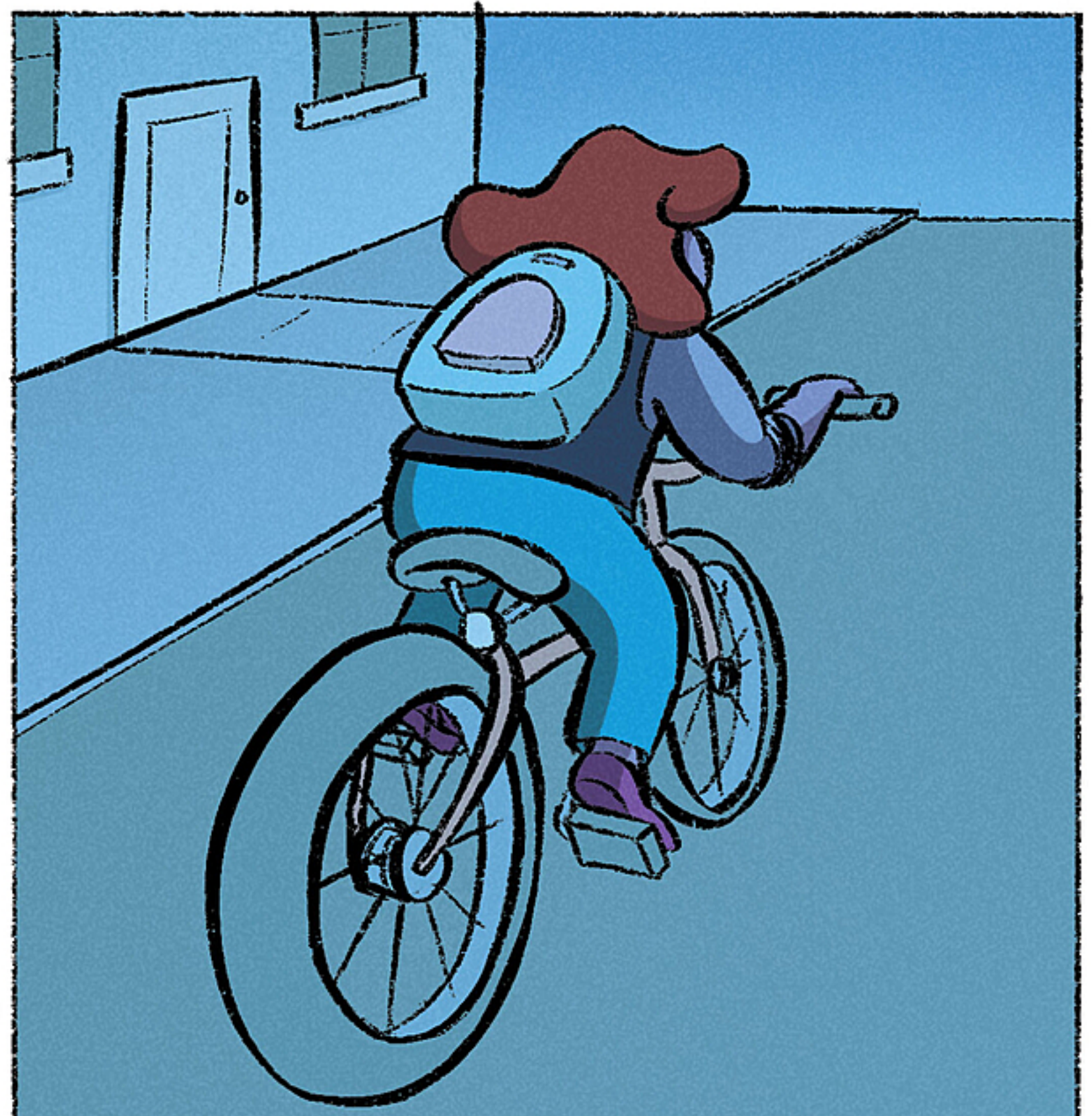
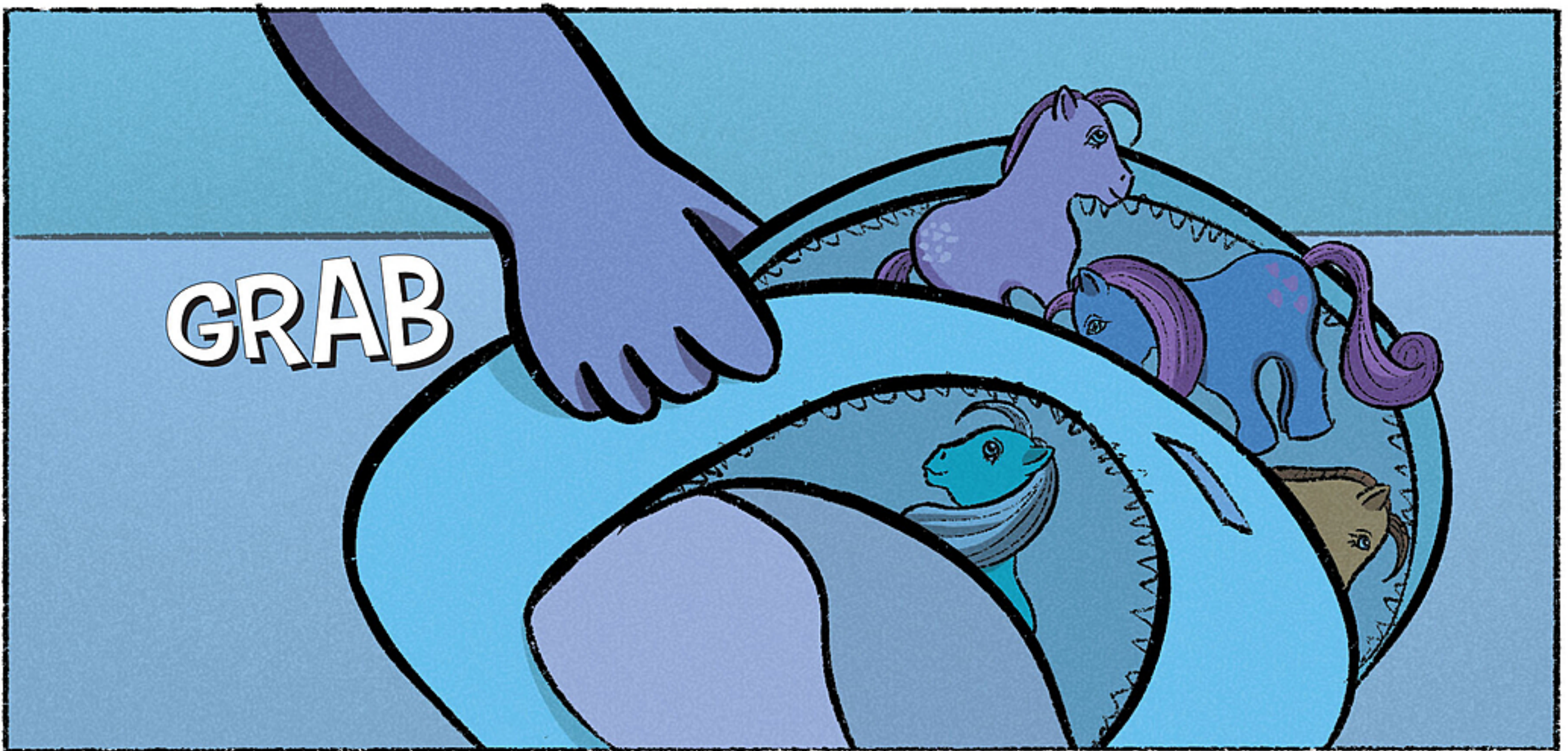
I KNEW I HAD TO DO
SOMETHING TO SAVE IT...

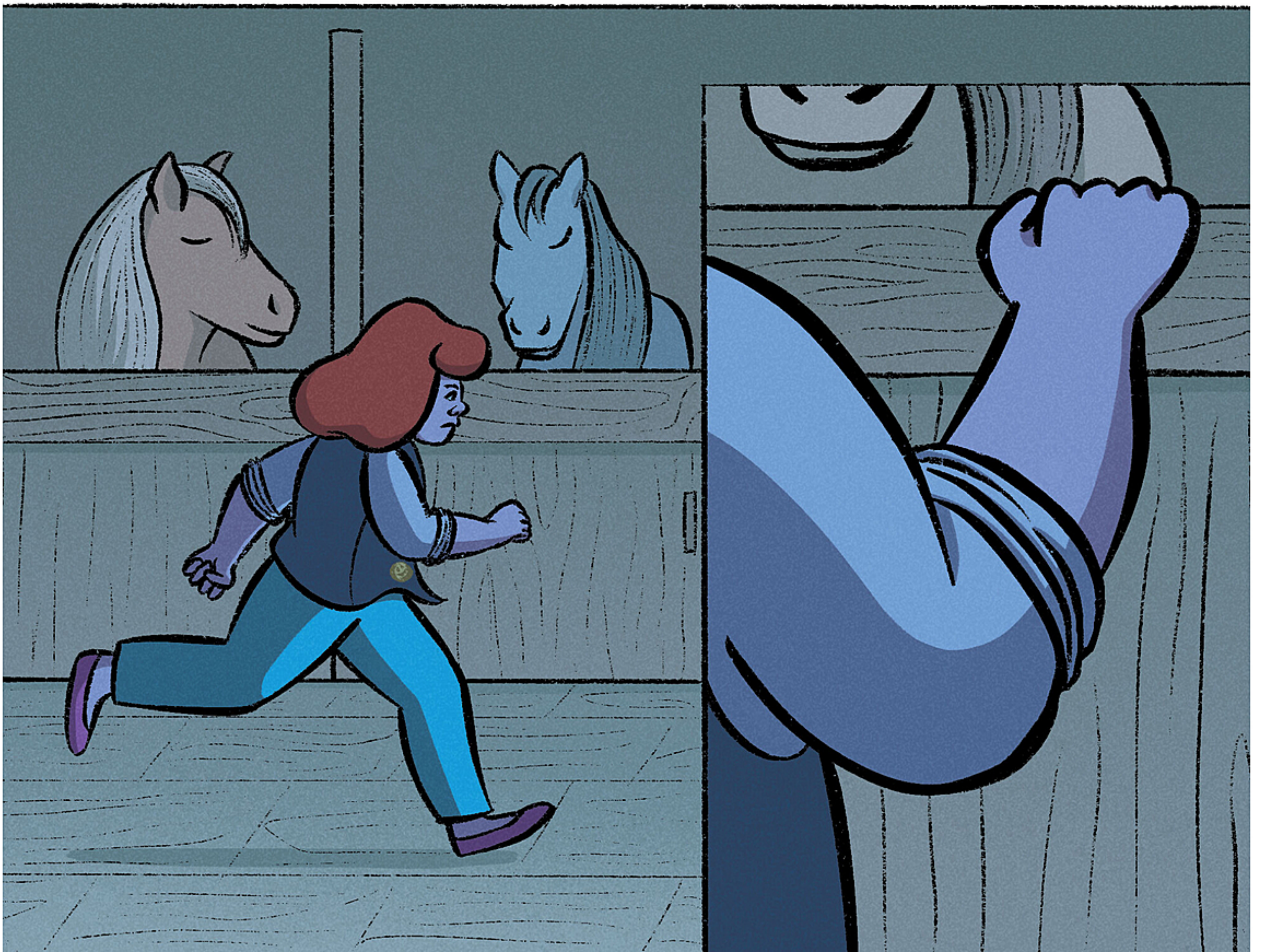
...BUT WHAT COULD
I DO ON MY OWN?



I STOPPED CALLING MY FRIENDS AND STARTED WAITING FOR THEM TO CALL INSTEAD, BUT...

zzzzz





IT WAS THERE.

THE *MAGIC BOOK*.

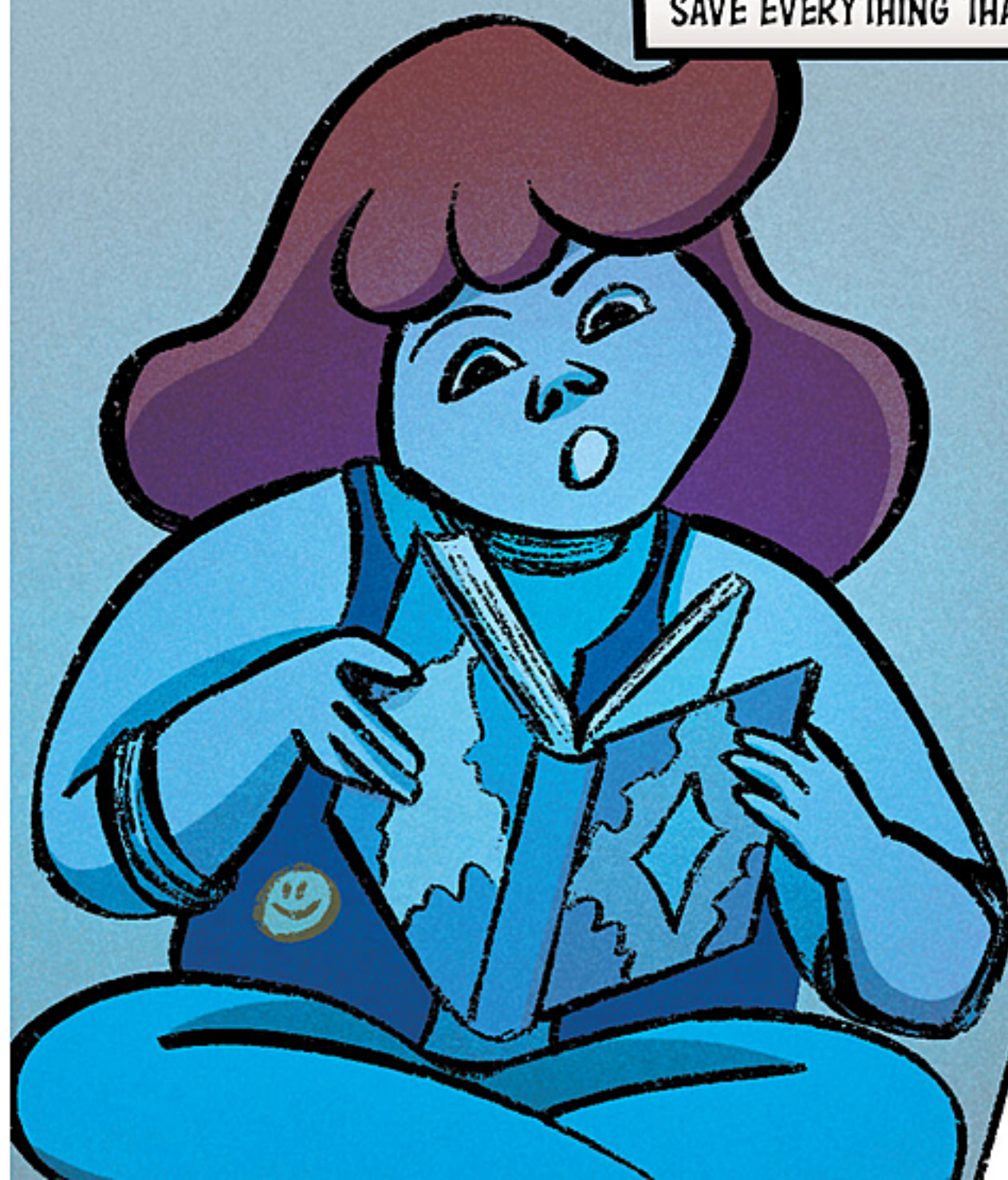
JUST LIKE I'D SEEN IN MY DREAM.



I DON'T KNOW HOW I KNEW IT...

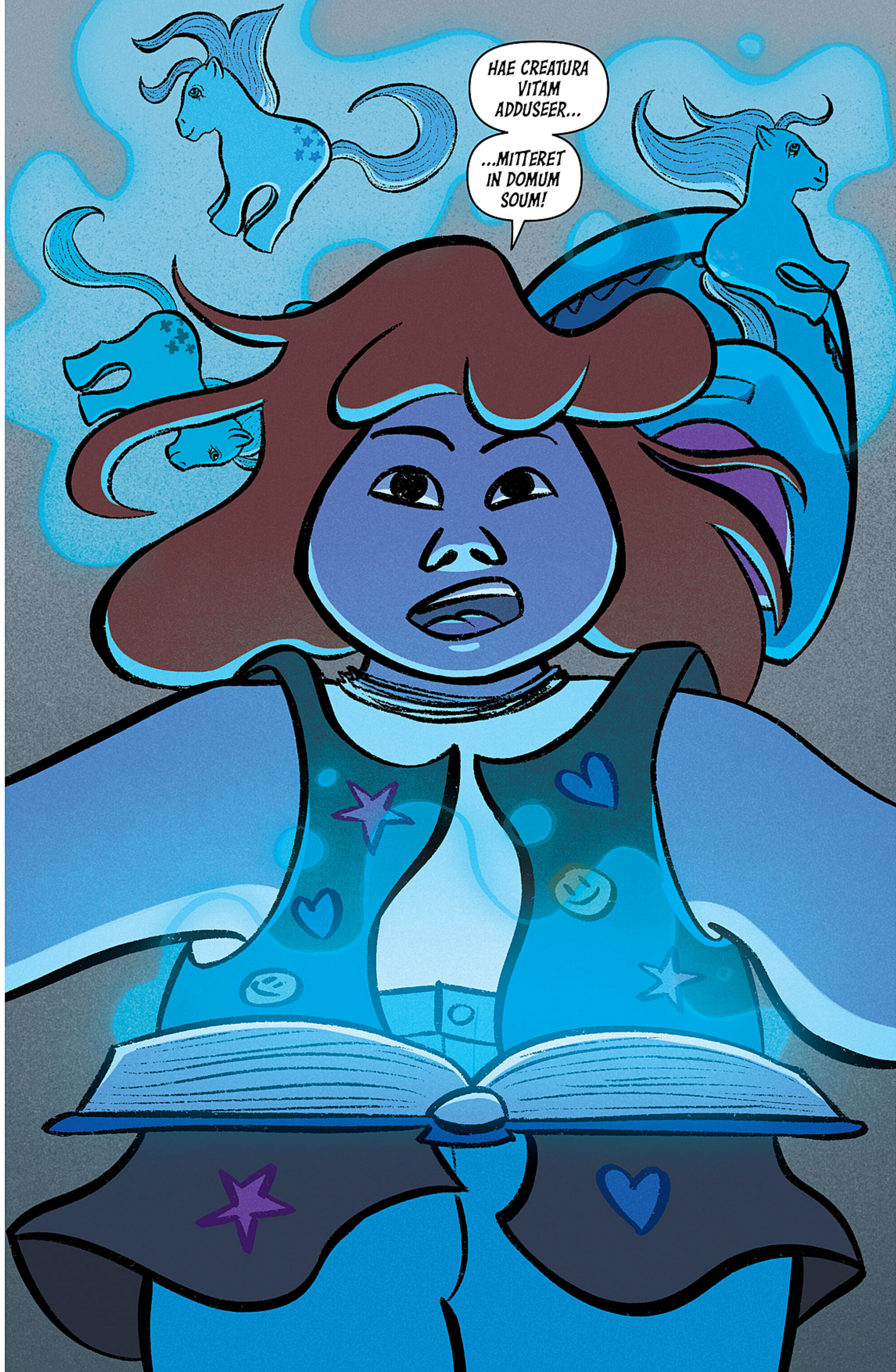


...BUT I KNEW IT WOULD HELP ME
SAVE EVERYTHING THAT I LOVED.



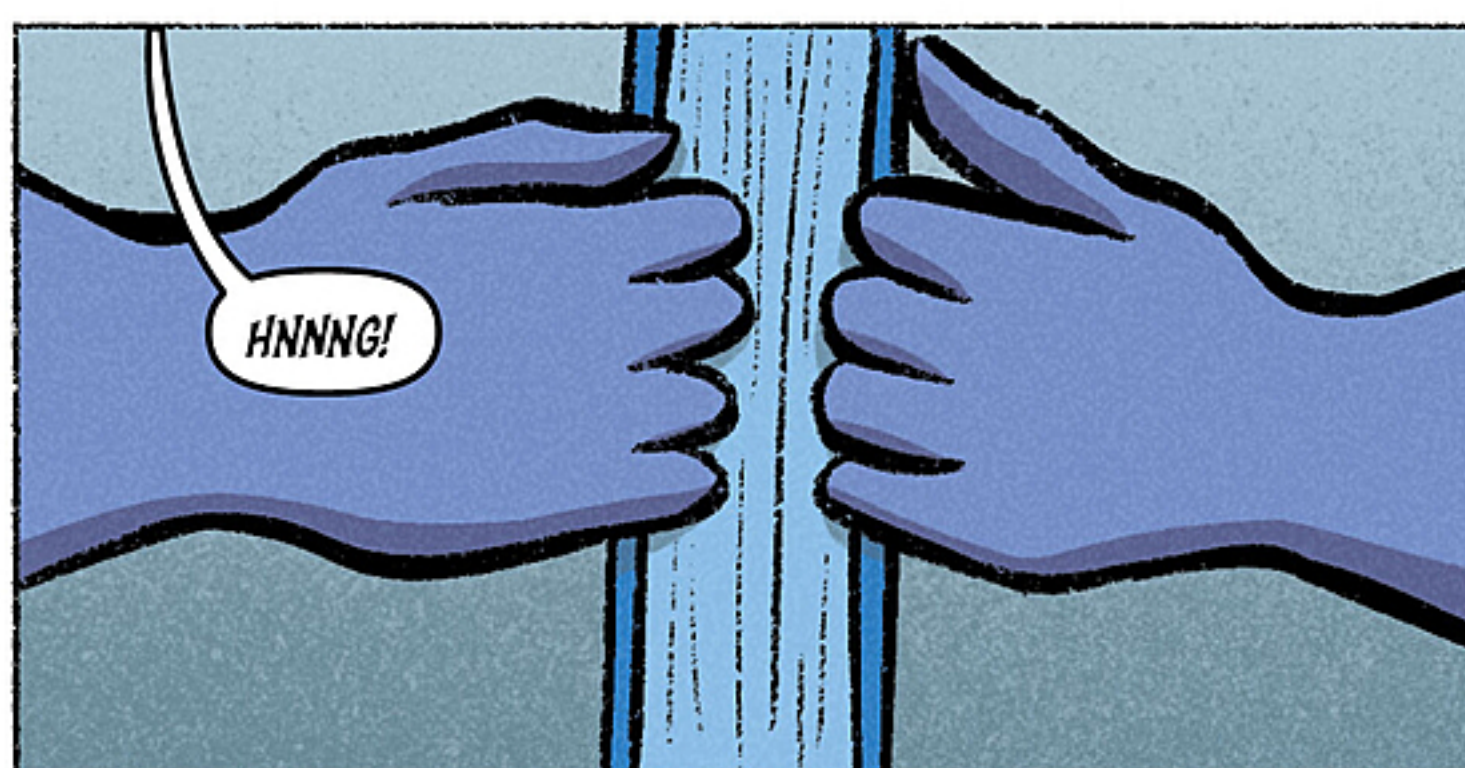
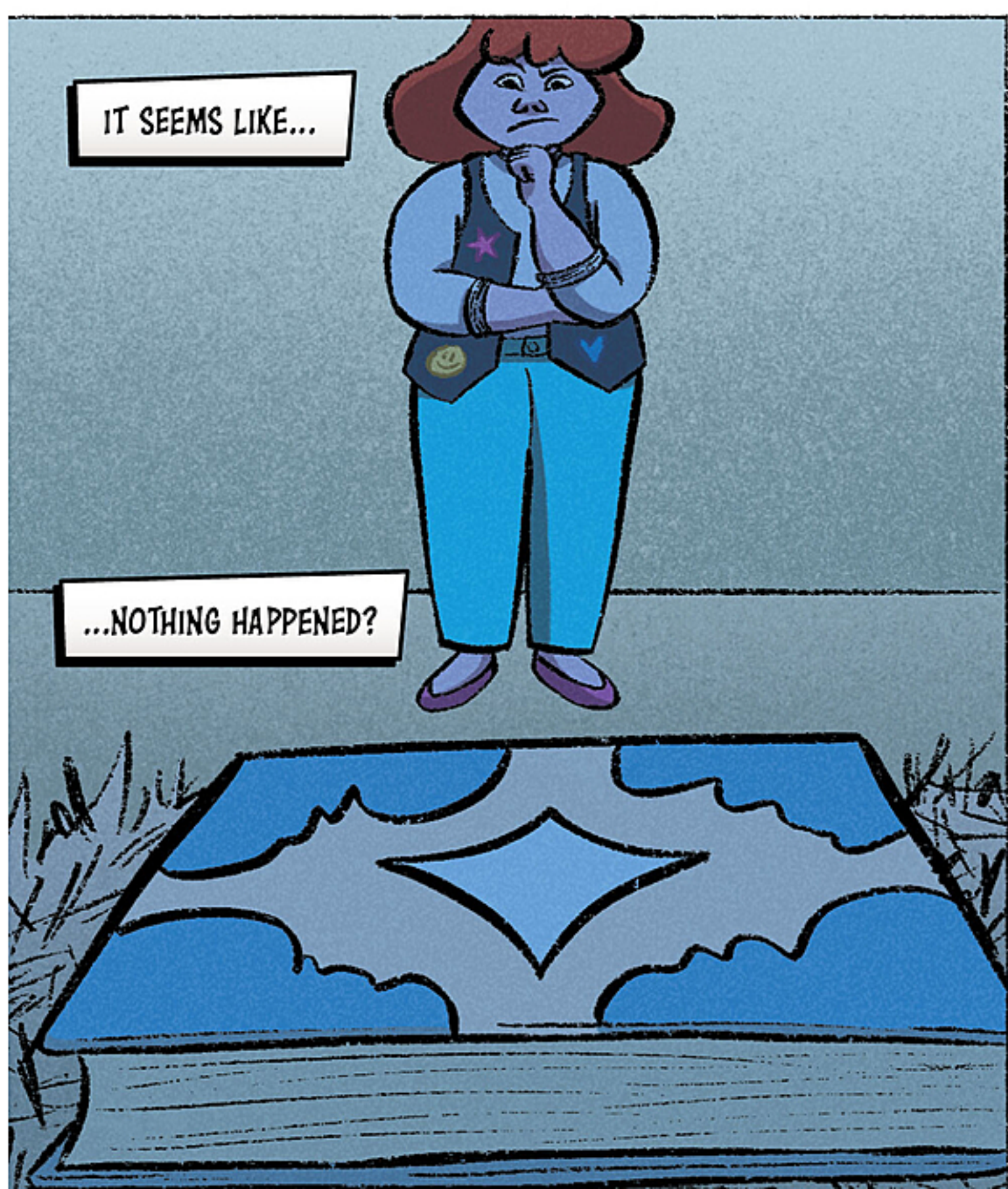
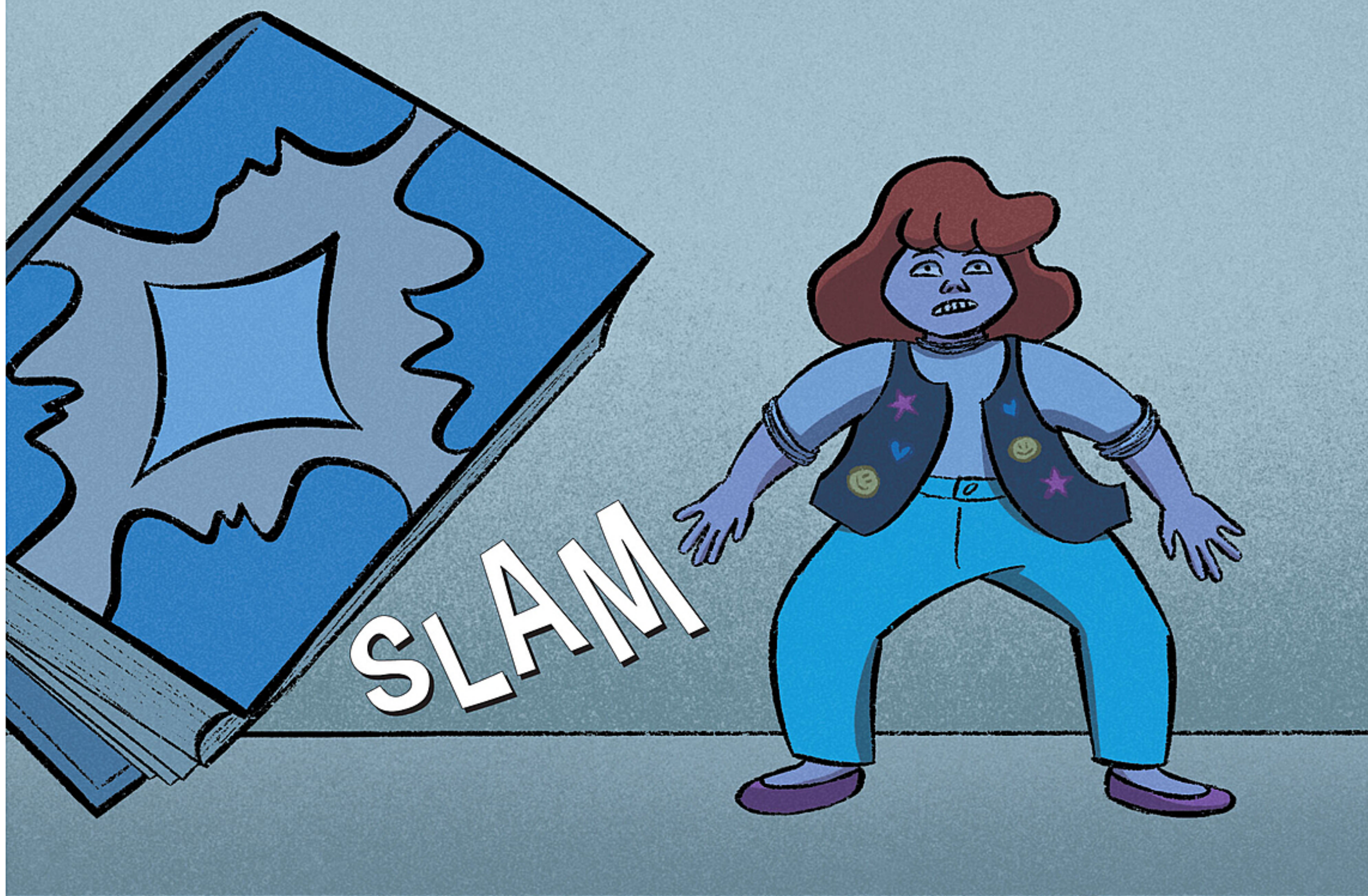
VIRTUE
EQUITUS
UNIVERSIL...

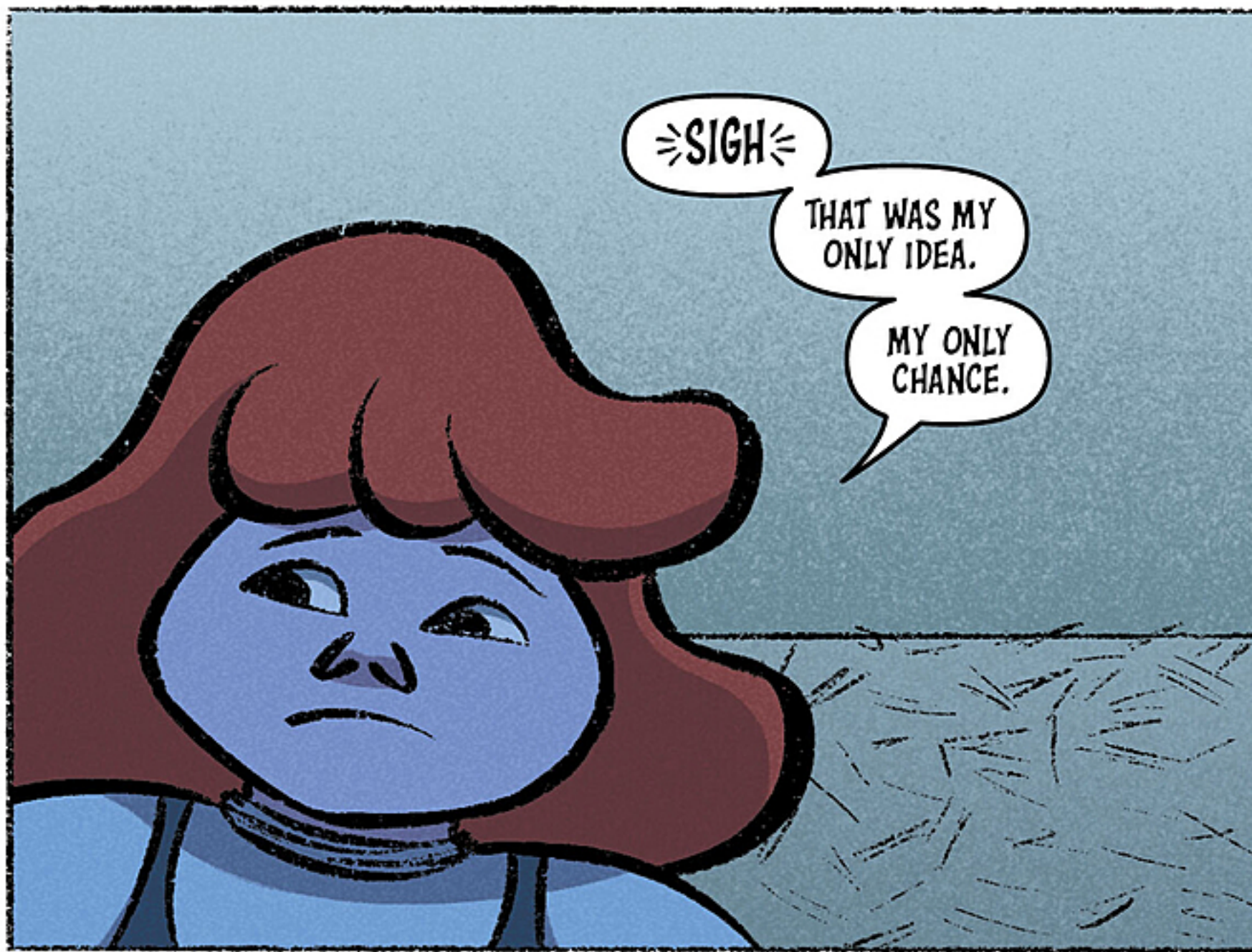




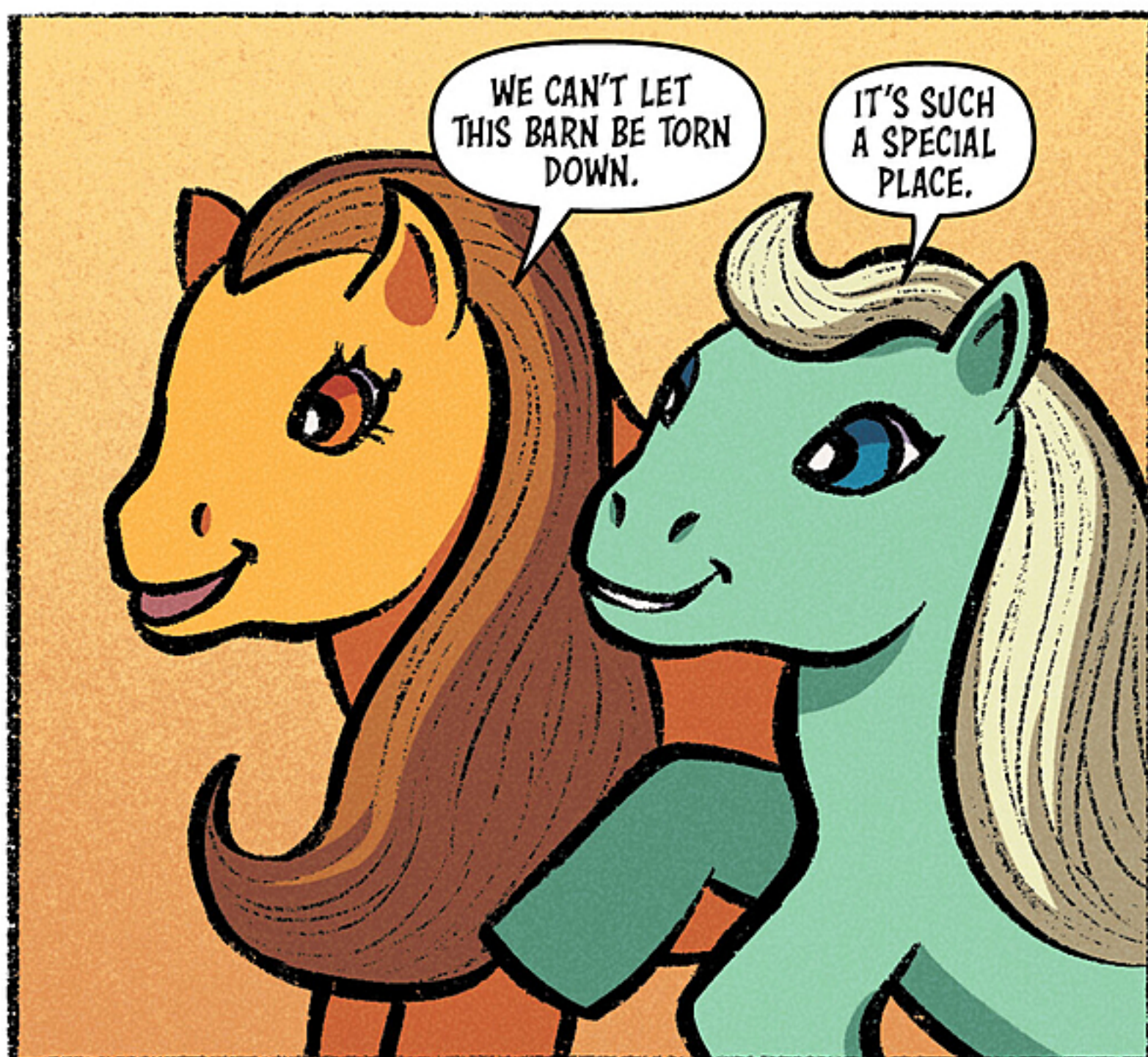
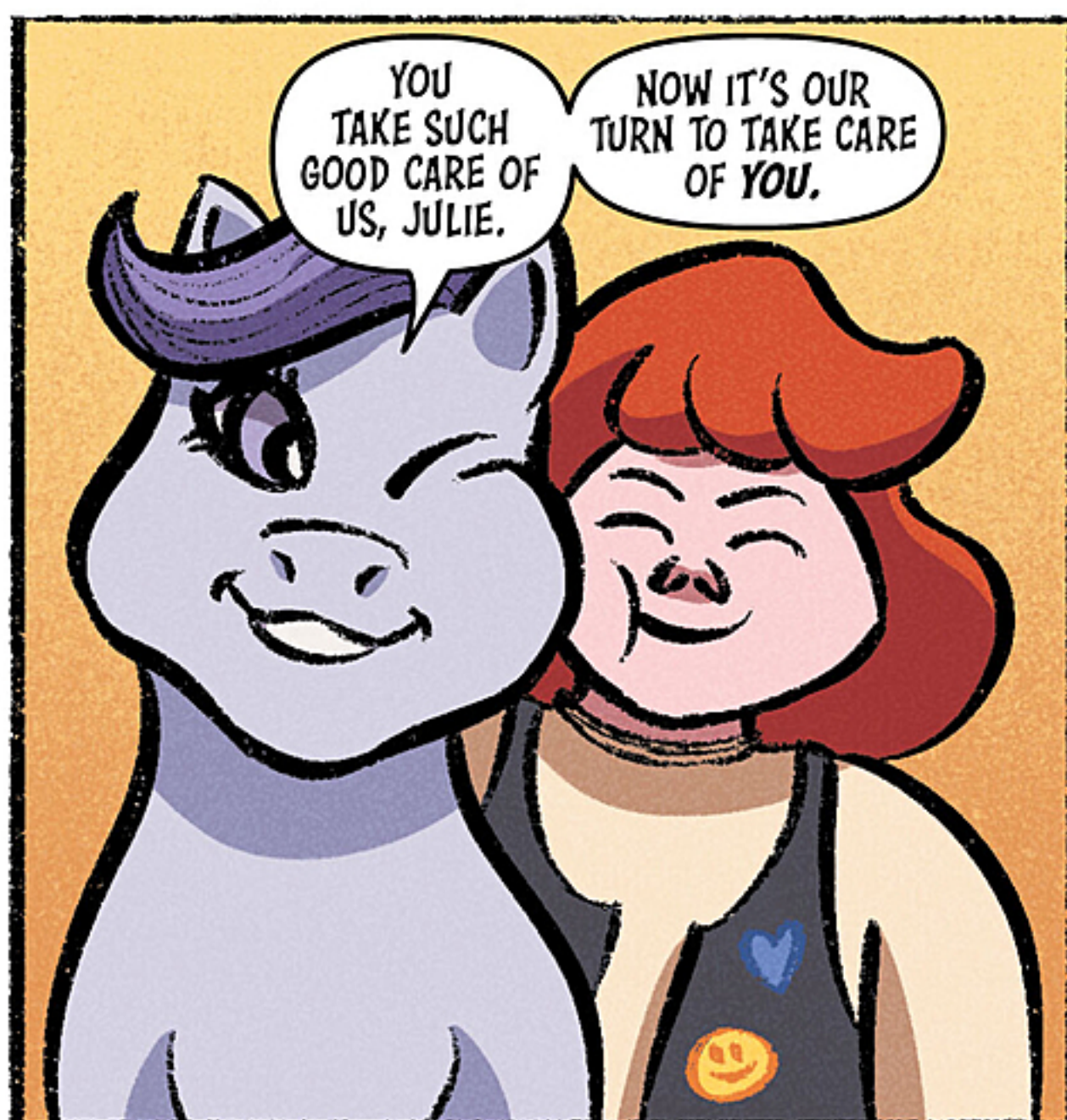
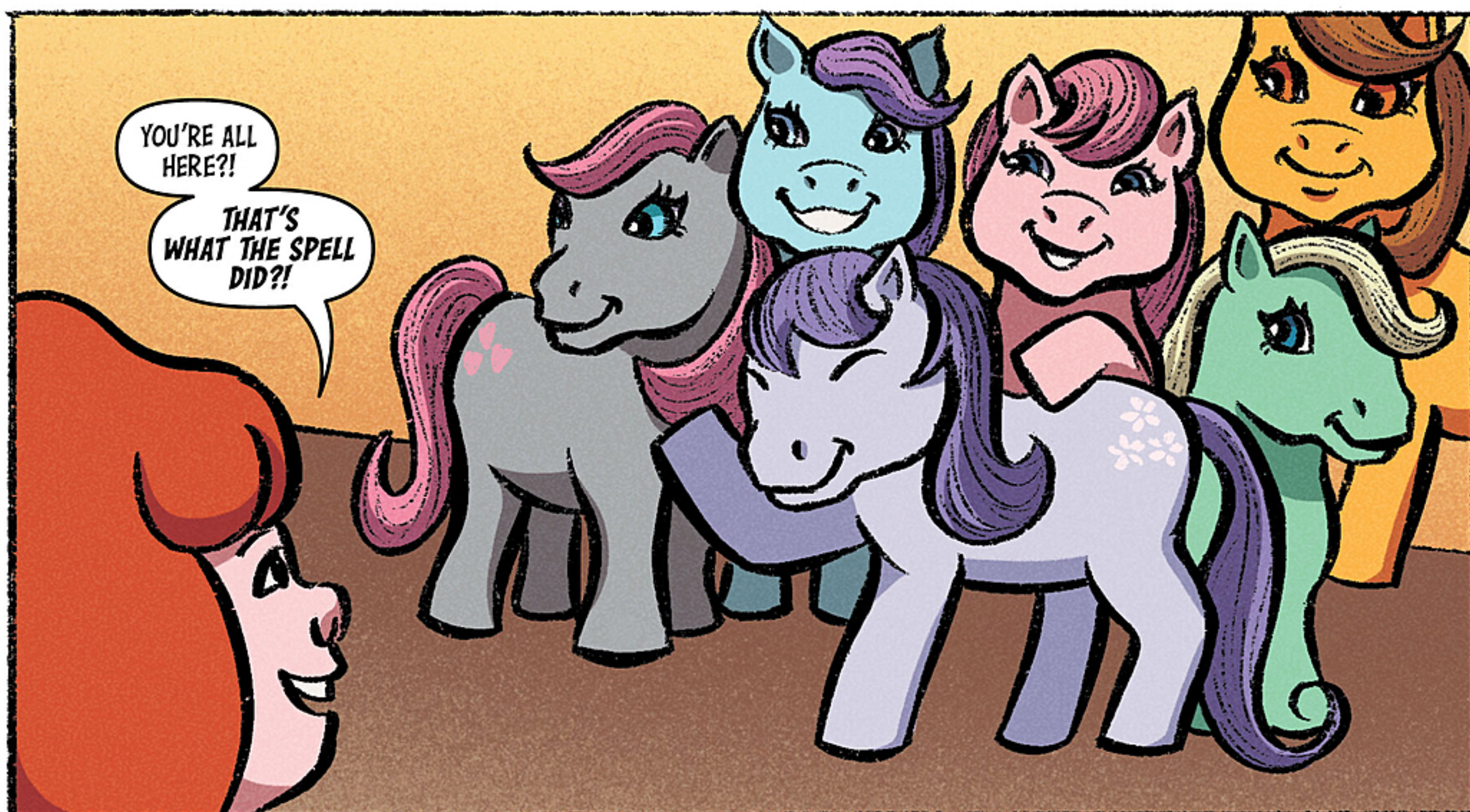
HAE CREATURA
VITAM
ADDUSEER...

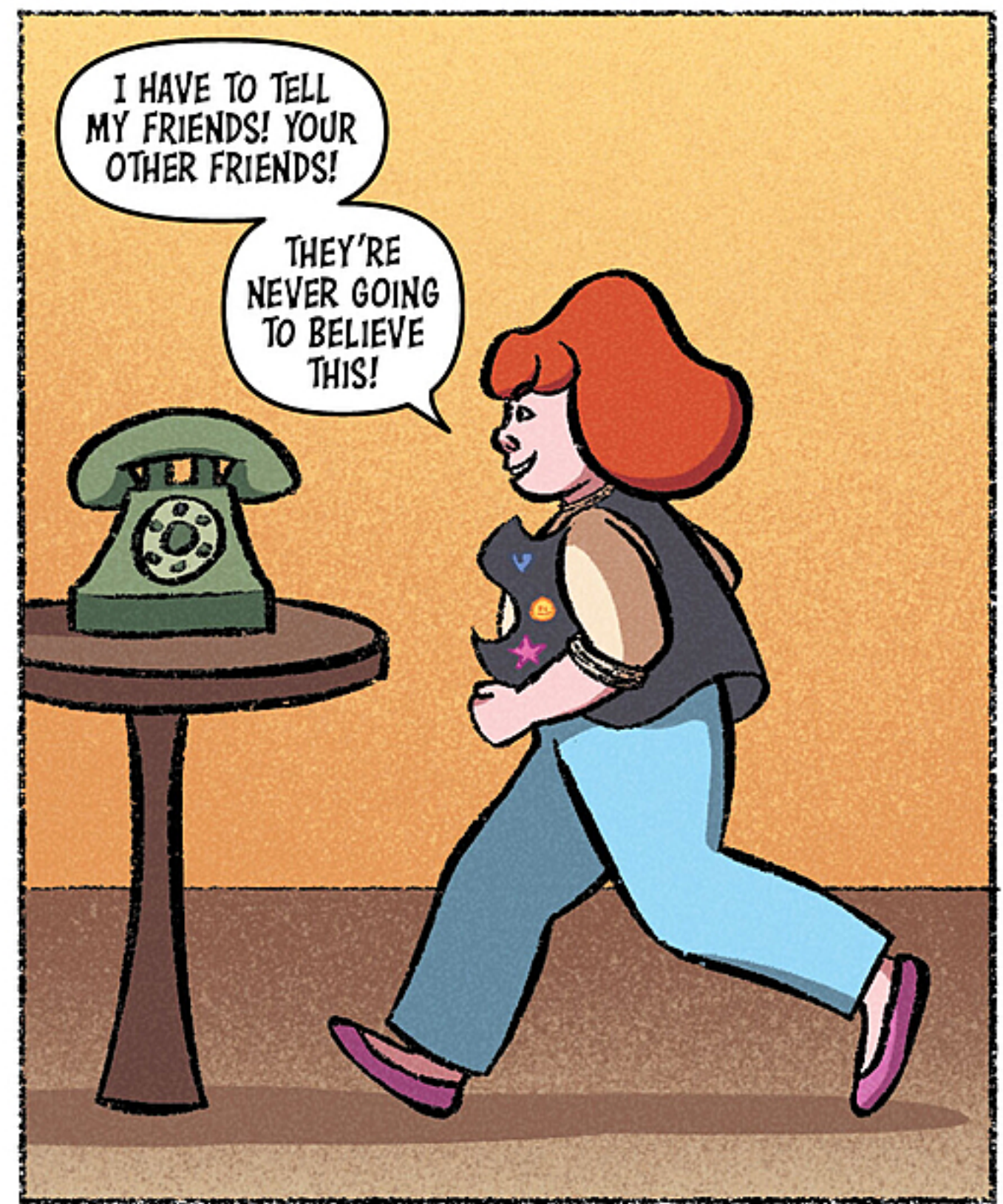
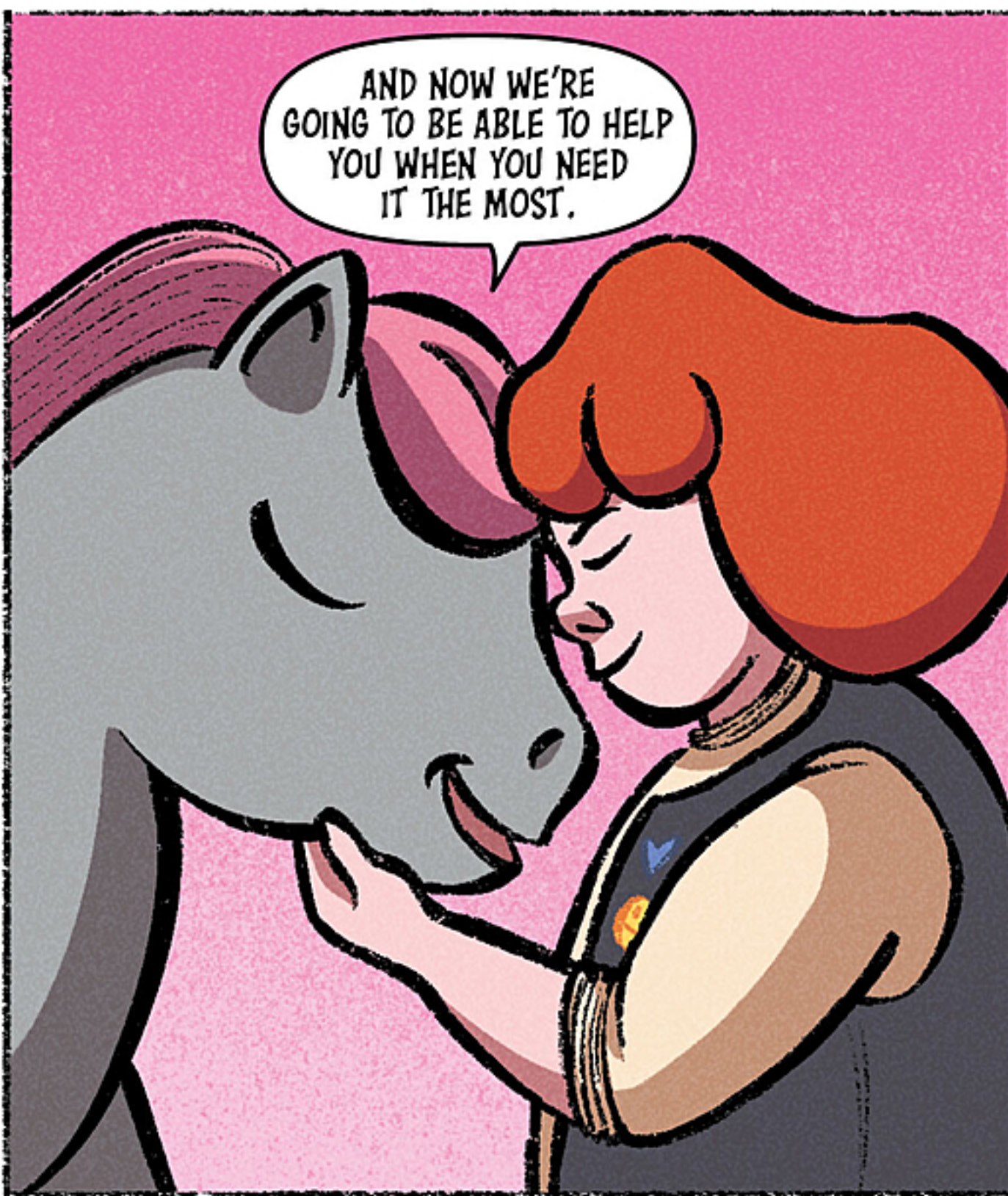
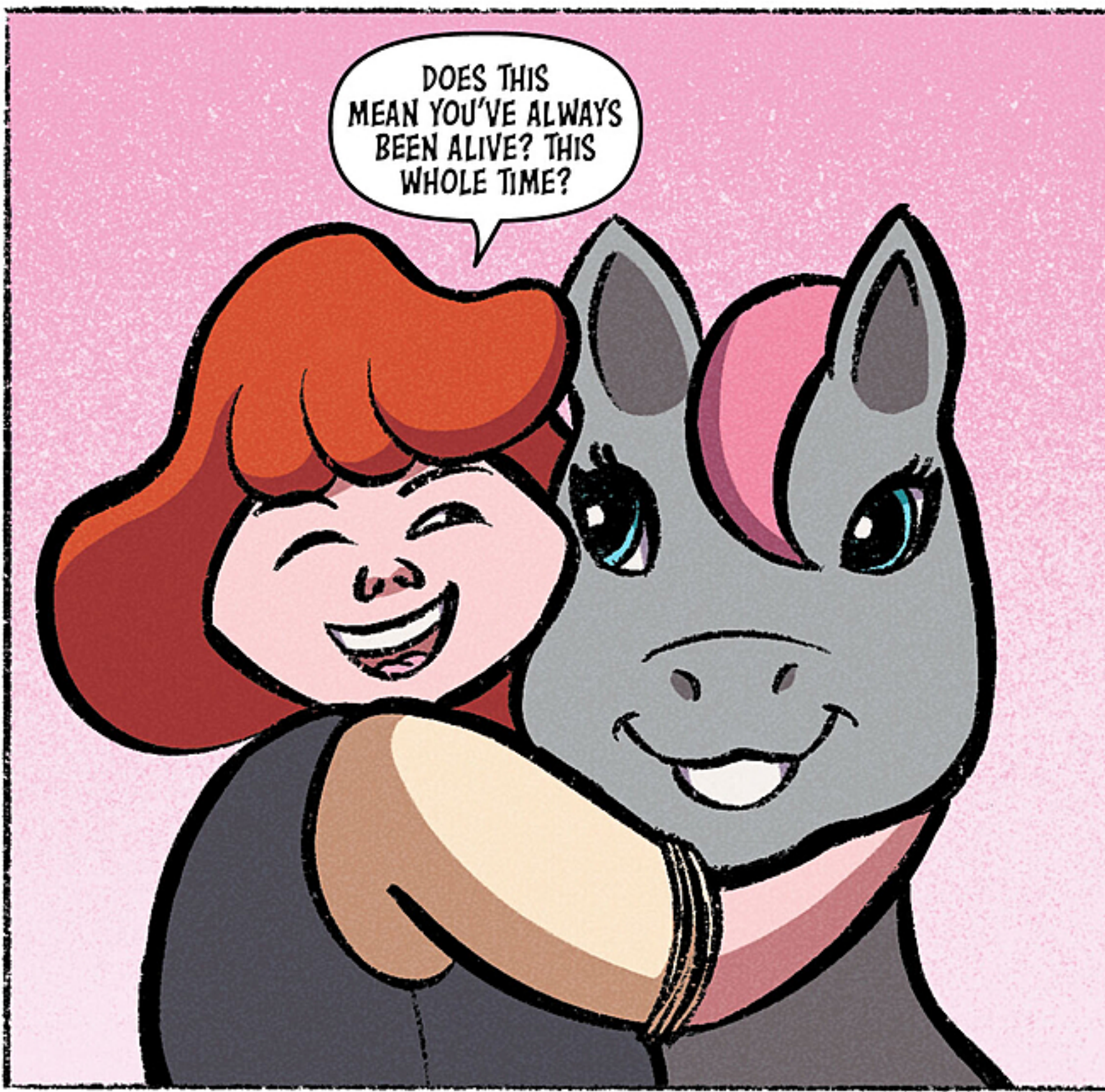
...MITTERET
IN DOMUM
SOUUM!

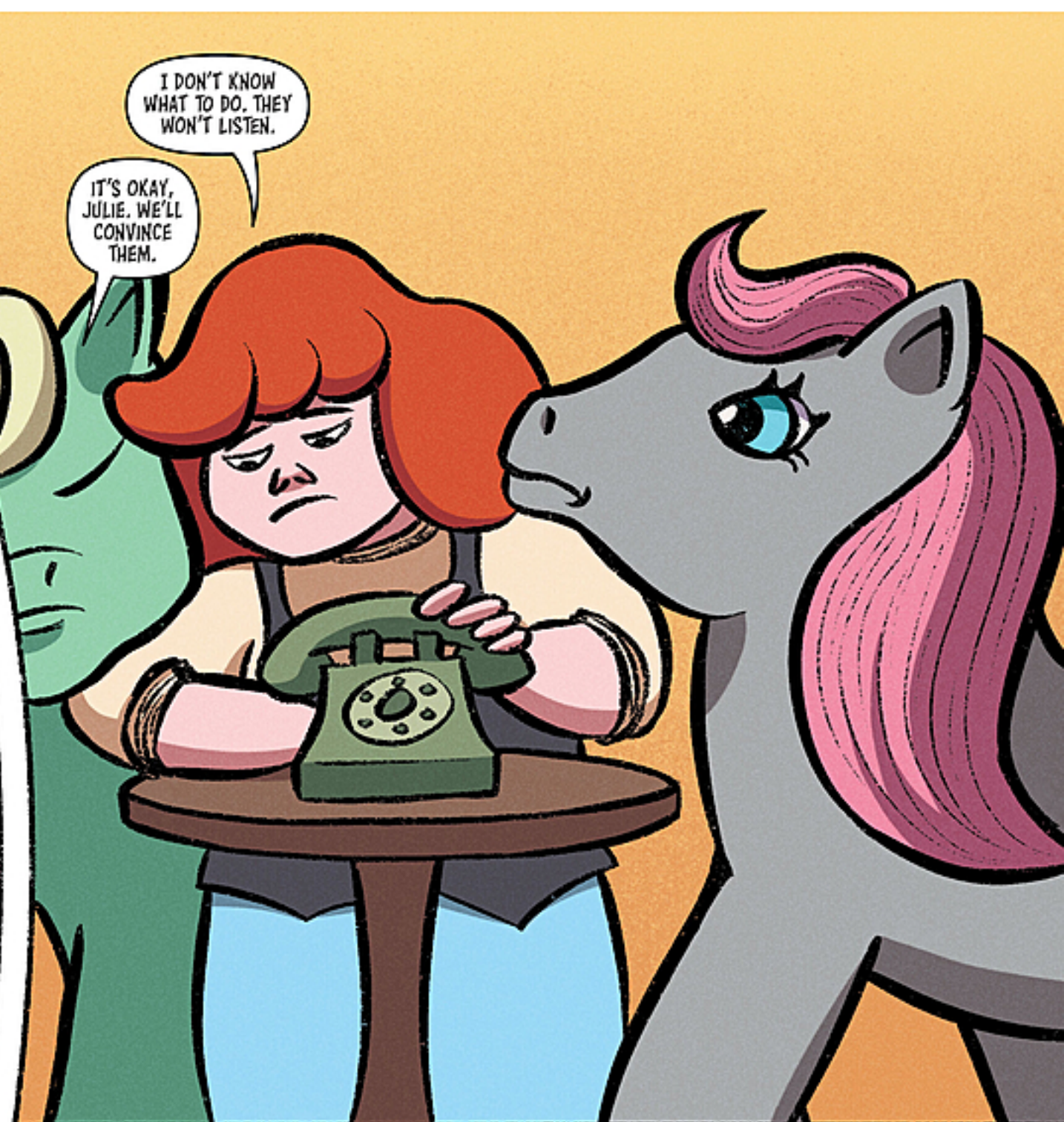


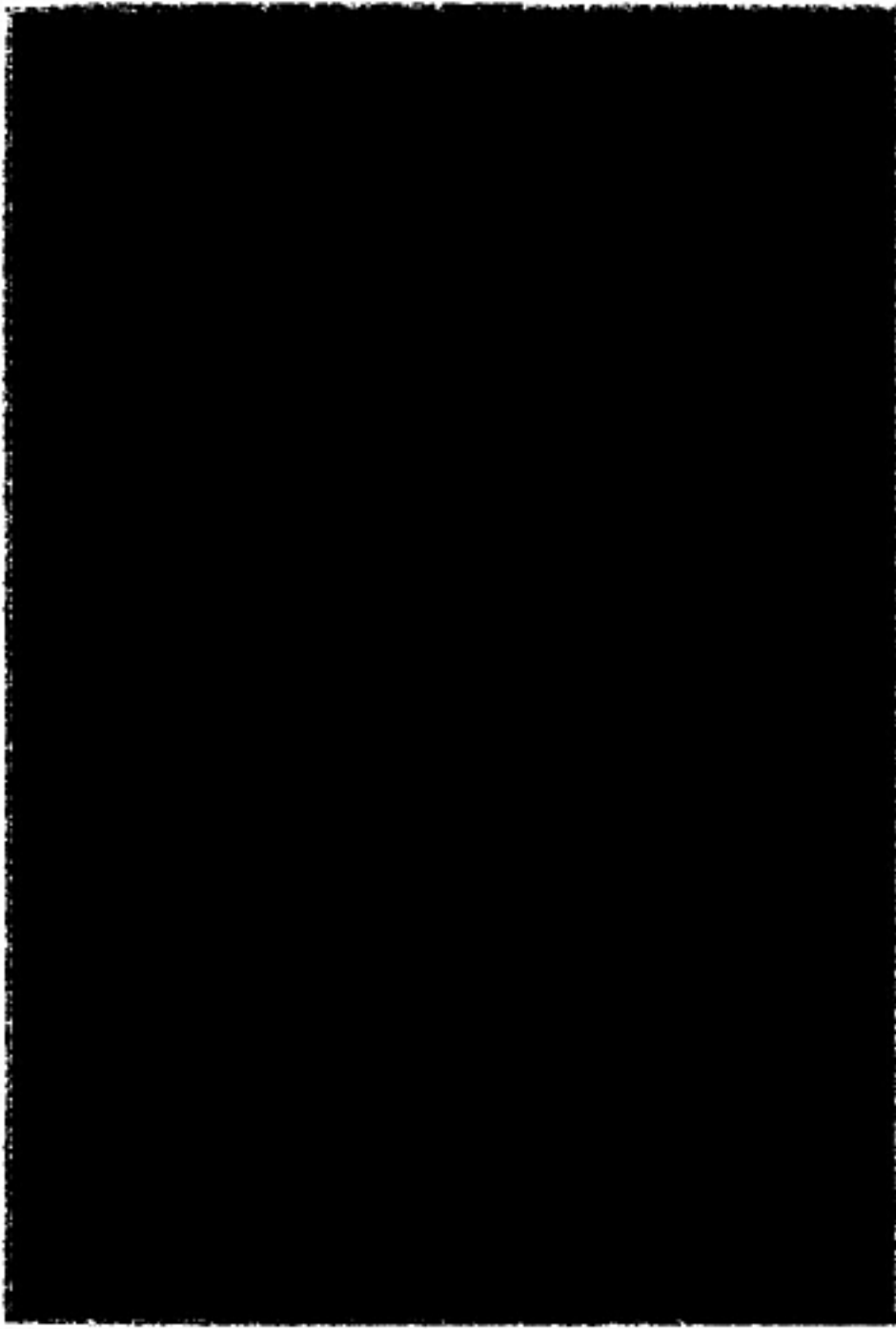


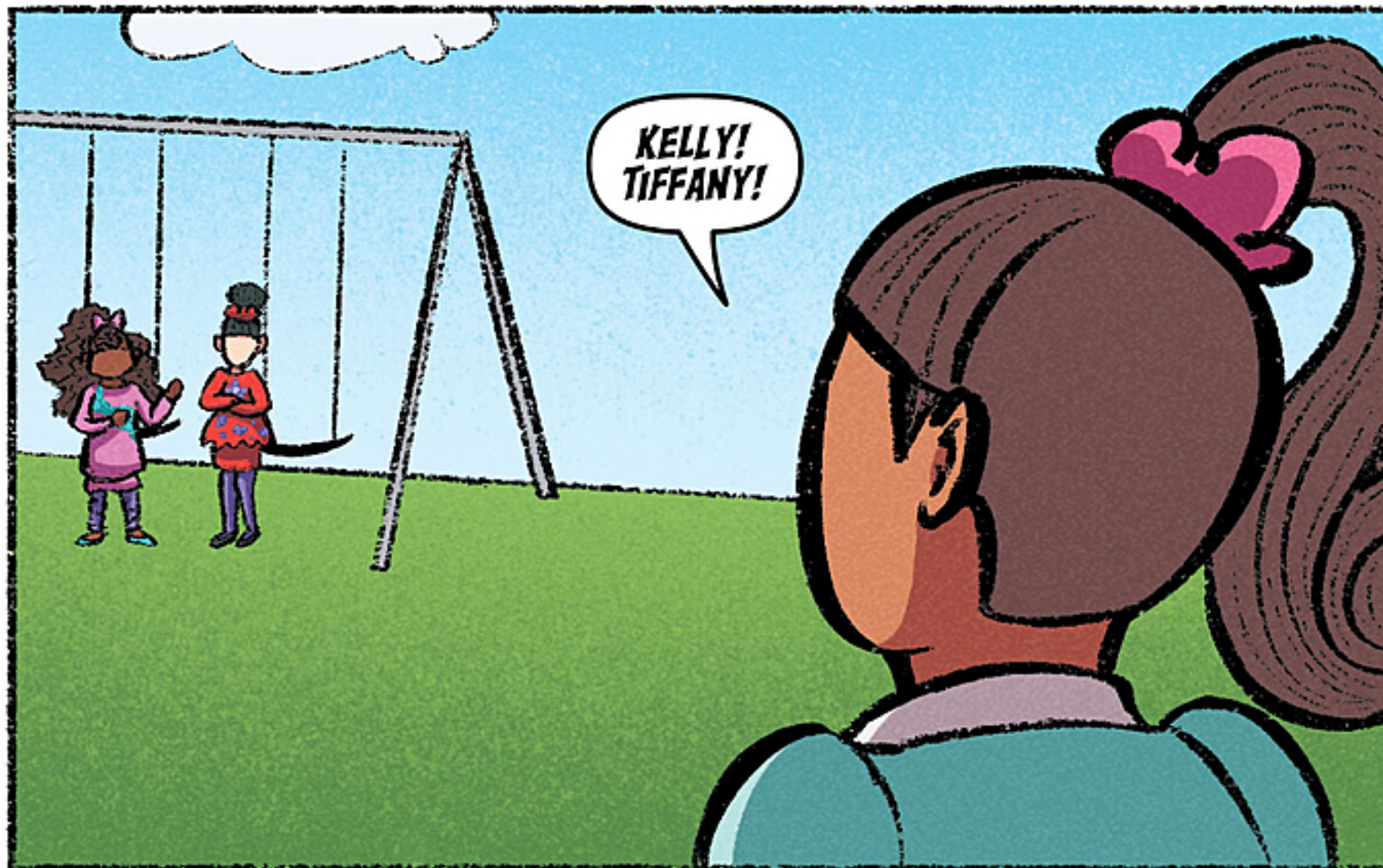








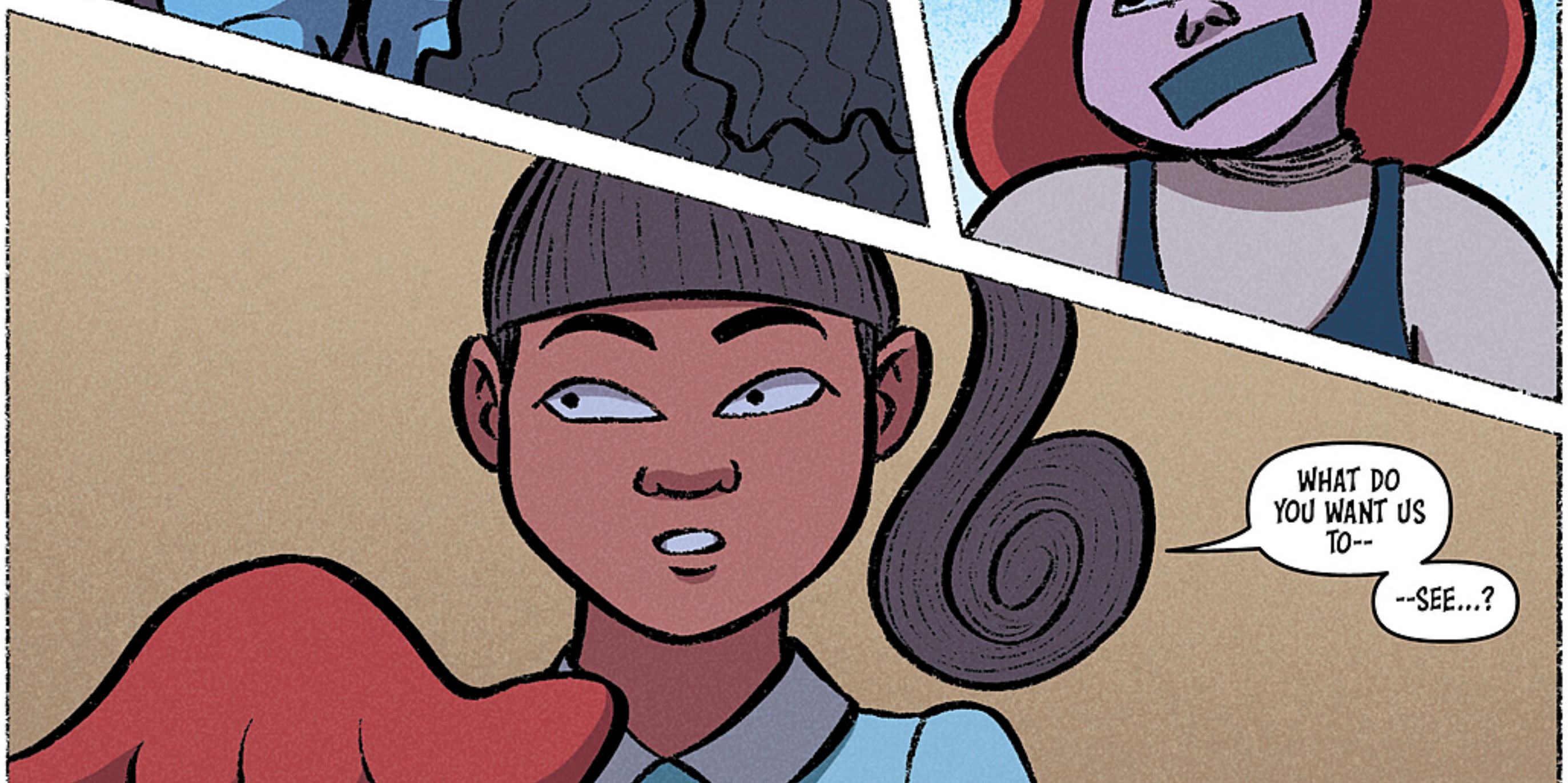
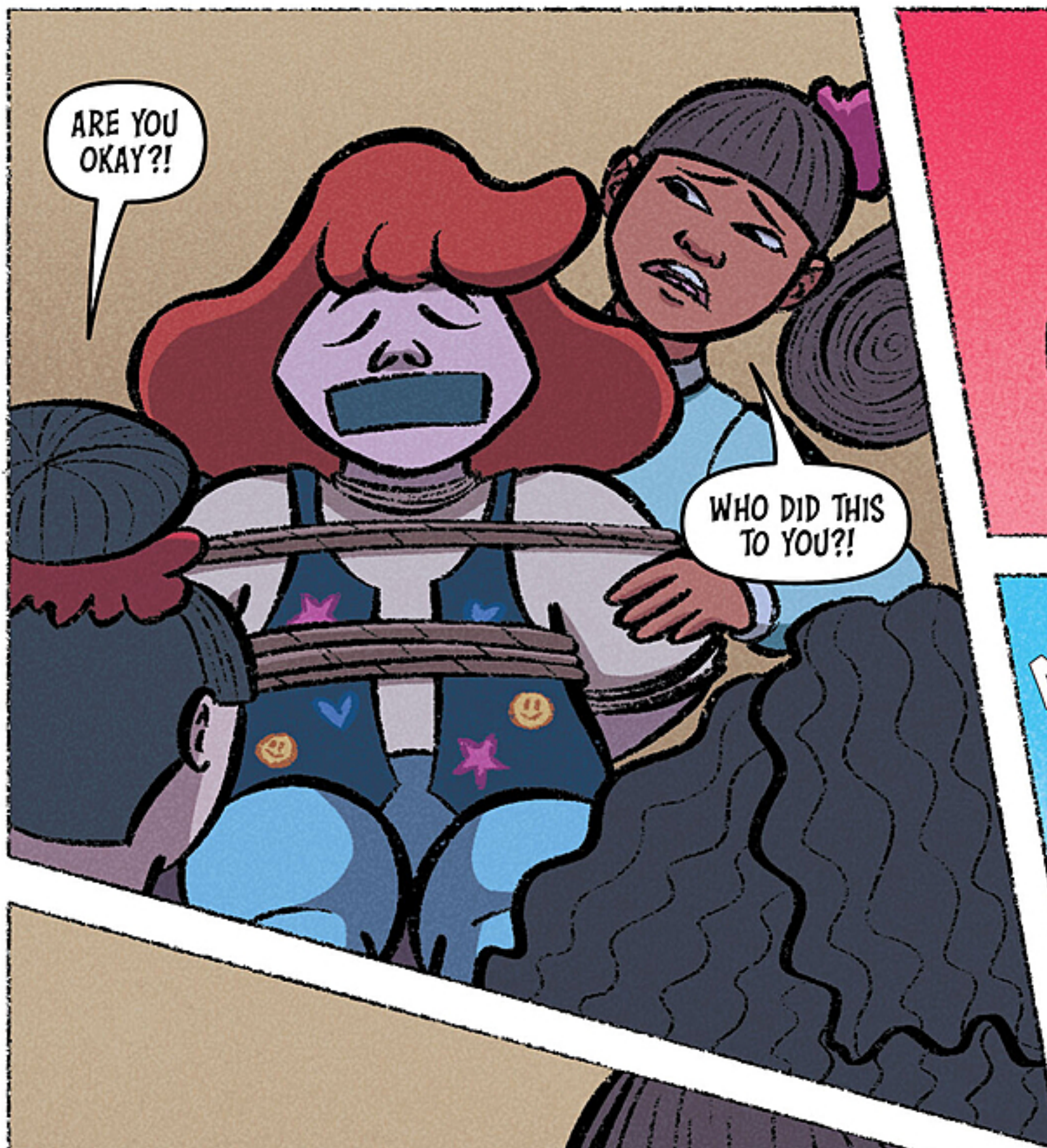
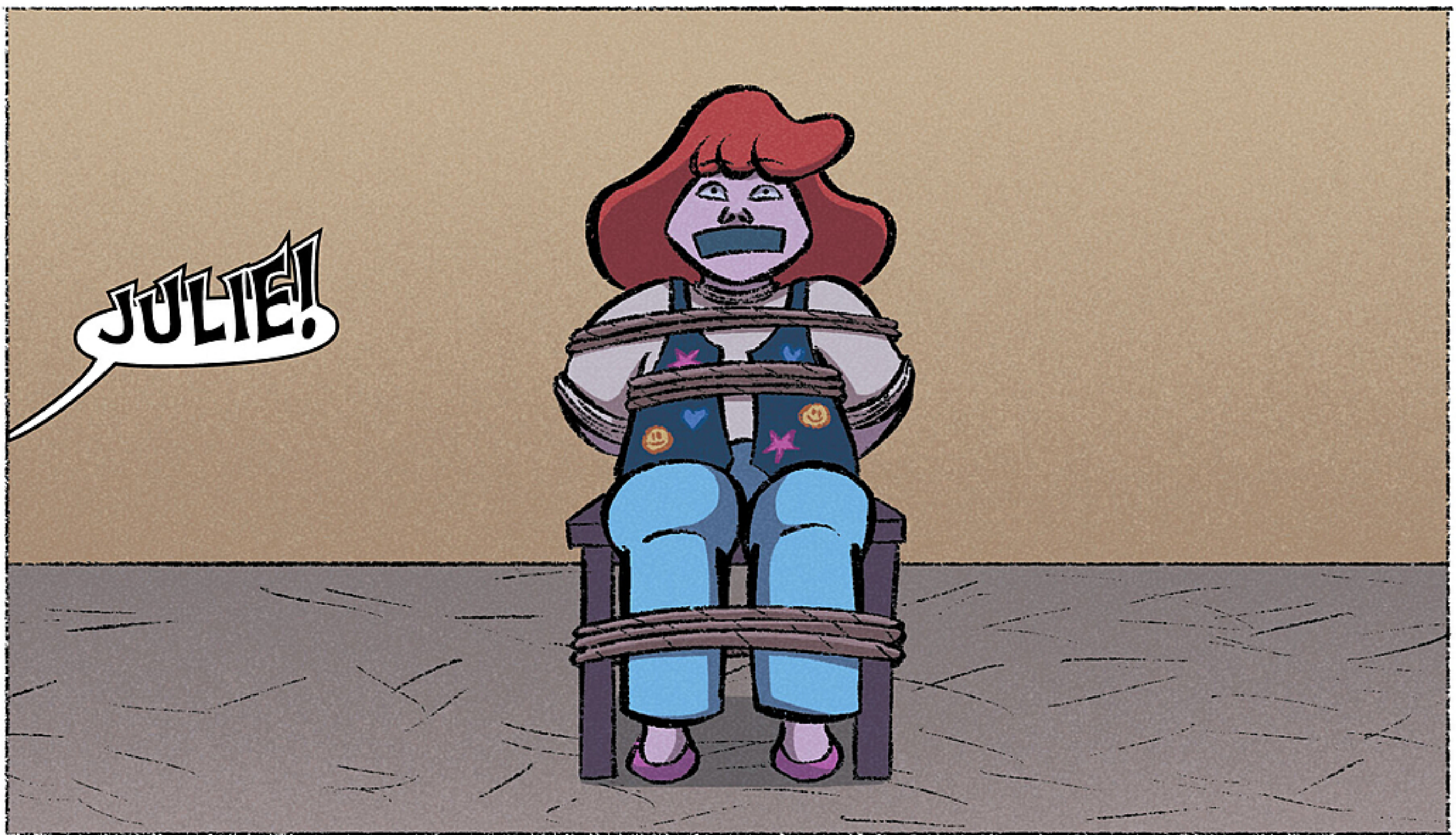


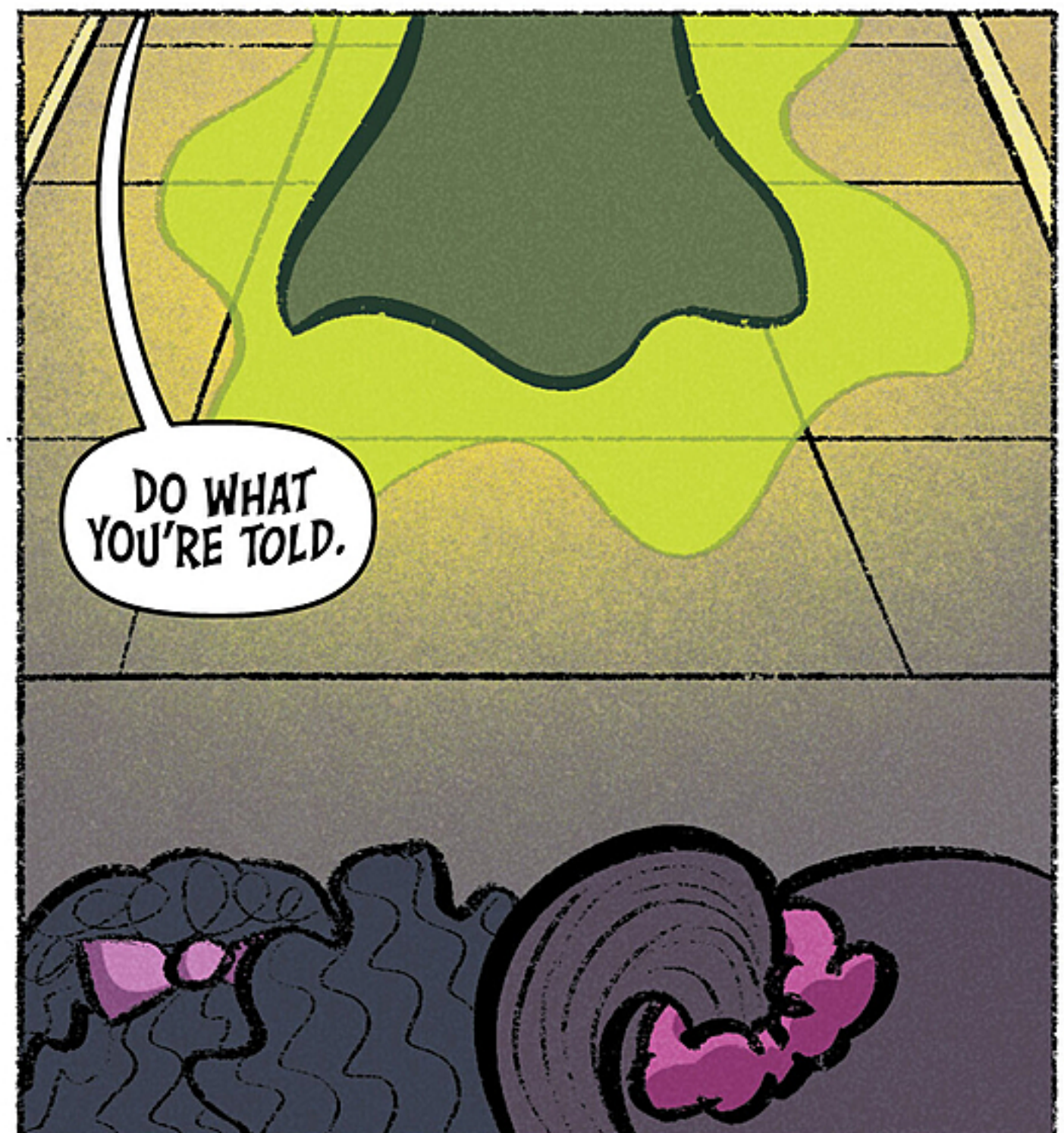




"...WE HAVE TO MAKE SURE
OUR FRIEND IS OKAY."









YOU FELL
FOR MY TRAP.
PREDICTABLE.

I THREATENED TO RAZE THIS
PLACE TO THE GROUND TO BUILD
A **GLORIOUS SHOPPING MALL**,
AND YOUR LITTLE FRIEND HERE
CAME TO ITS RESCUE. BUT,
REALLY, TO **MINE**.

SHE FOUND MY LITTLE
SPELL BOOK AND RETURNED
YOUR **PONIES** TO THEIR TRUE
FORMS...PLAYING RIGHT
INTO MY HANDS.

BECAUSE
I NEED THESE
PONIES TO OPEN
THE PORTAL
AGAIN...

...BETWEEN
OUR **WORLDS**.

OVERLY VERBOSE VILLAIN MONOLOGUE!

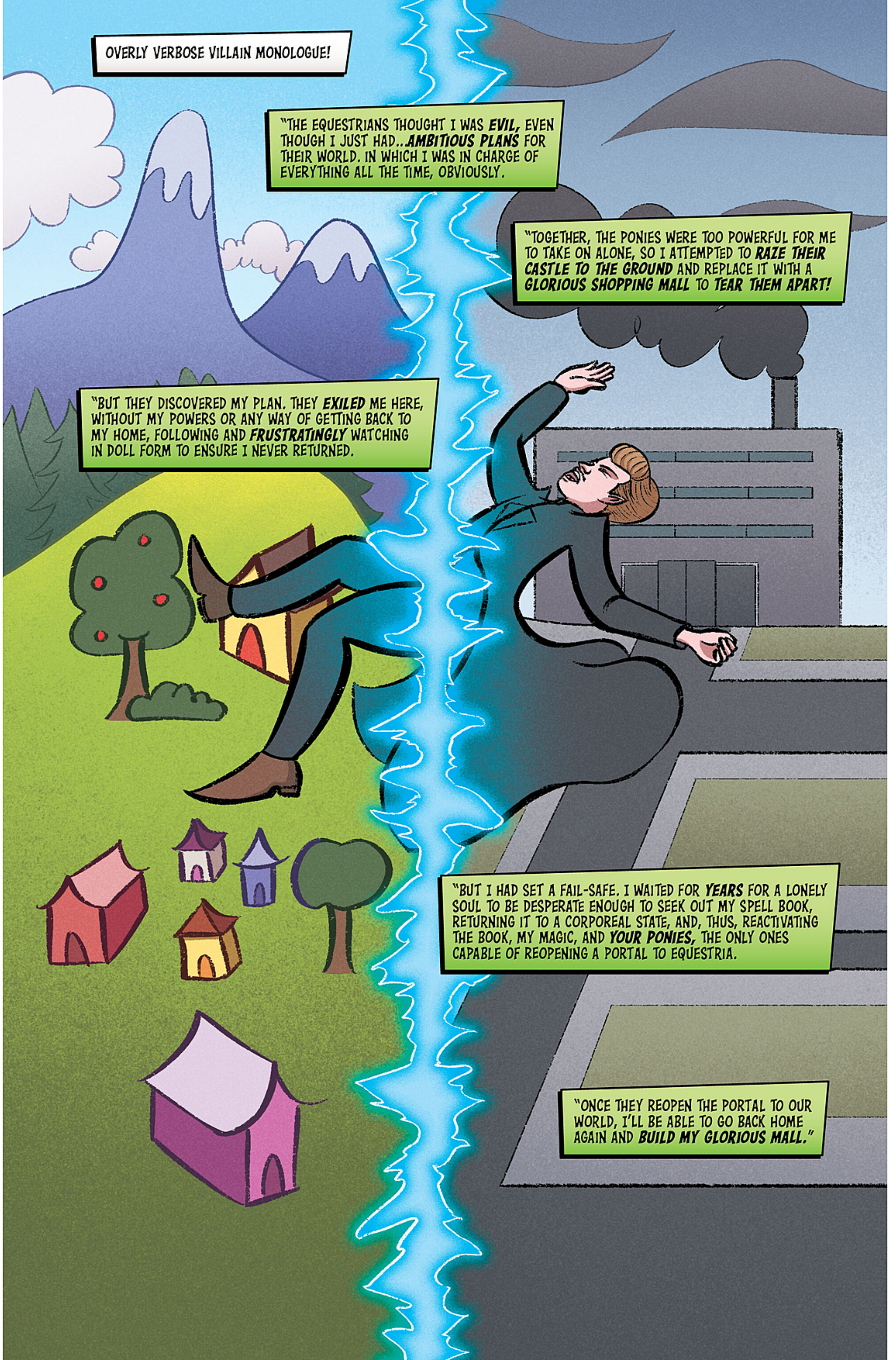
"THE EQUESTRIANS THOUGHT I WAS **EVIL**, EVEN THOUGH I JUST HAD...**AMBITIOUS PLANS** FOR THEIR WORLD. IN WHICH I WAS IN CHARGE OF EVERYTHING ALL THE TIME, OBVIOUSLY.

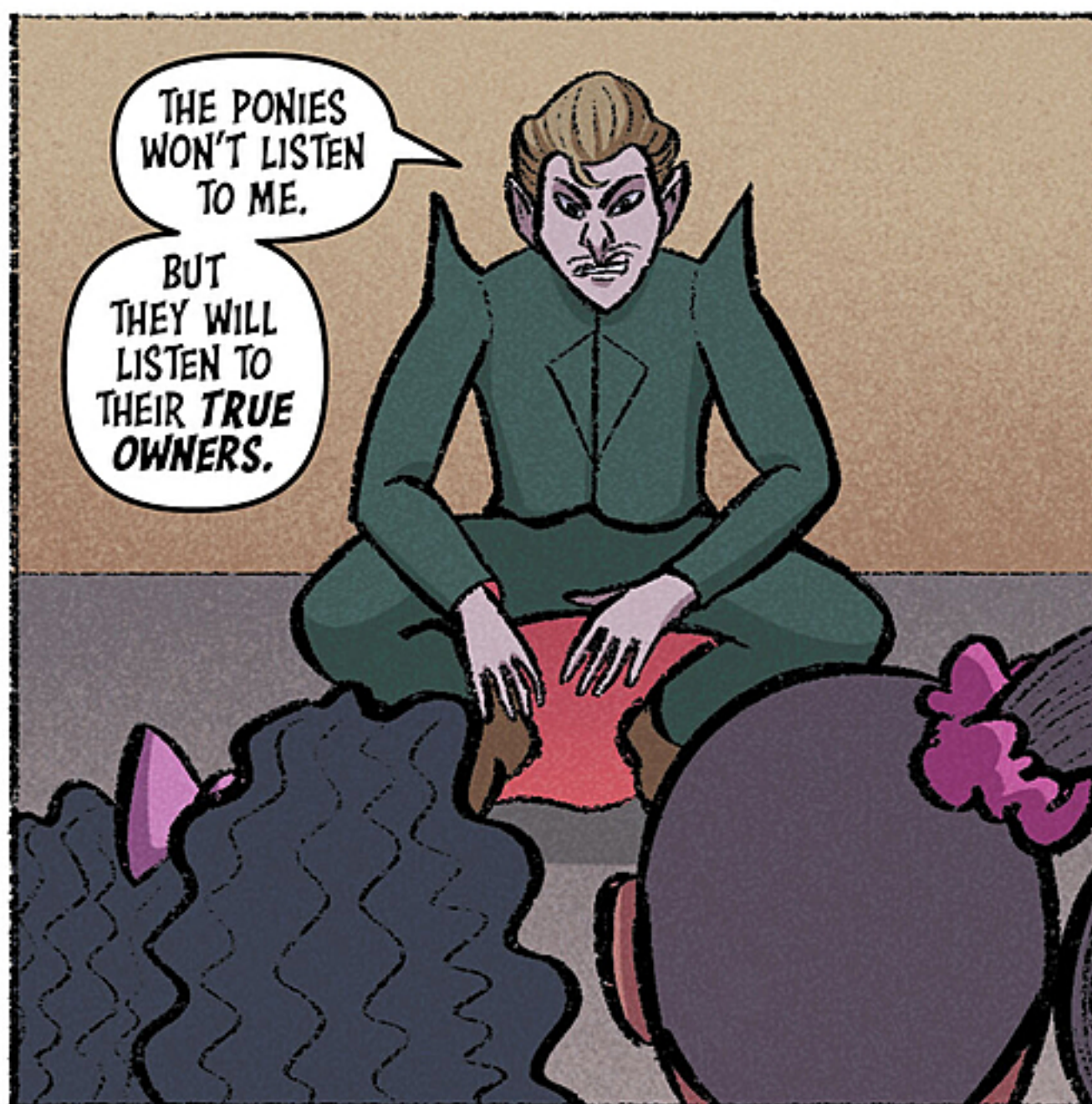
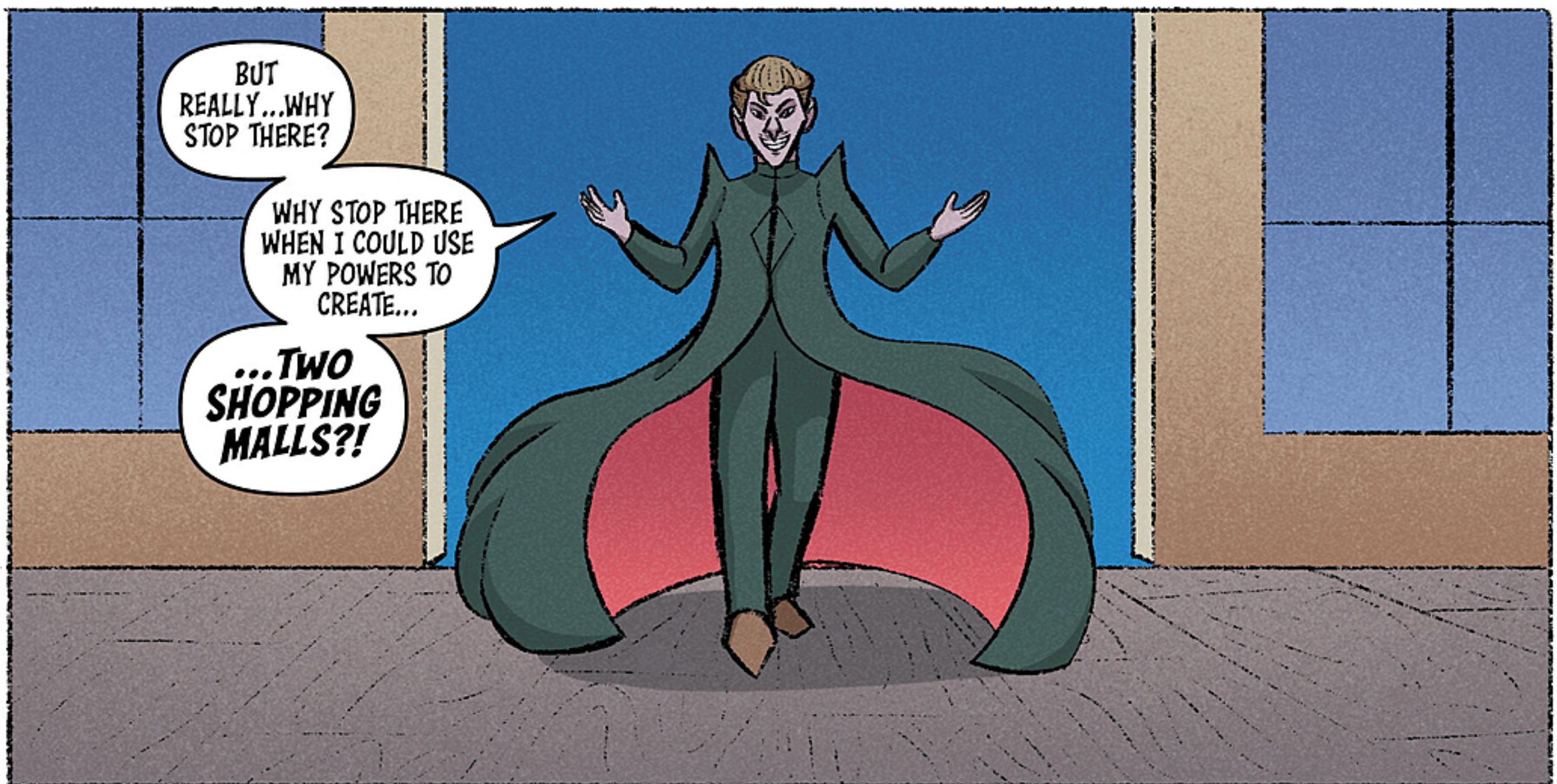
"TOGETHER, THE PONIES WERE TOO POWERFUL FOR ME TO TAKE ON ALONE, SO I ATTEMPTED TO **RAZE THEIR CASTLE TO THE GROUND** AND REPLACE IT WITH A **GLORIOUS SHOPPING MALL** TO **TEAR THEM APART!**

"BUT THEY DISCOVERED MY PLAN. THEY **EXILED** ME HERE, WITHOUT MY POWERS OR ANY WAY OF GETTING BACK TO MY HOME, FOLLOWING AND **FRUSTRATINGLY** WATCHING IN DOLL FORM TO ENSURE I NEVER RETURNED.

"BUT I HAD SET A FAIL-SAFE. I WAITED FOR **YEARS** FOR A LONELY SOUL TO BE DESPERATE ENOUGH TO SEEK OUT MY SPELL BOOK, RETURNING IT TO A CORPOREAL STATE, AND, THUS, REACTIVATING THE BOOK, MY MAGIC, AND **YOUR PONIES**, THE ONLY ONES CAPABLE OF REOPENING A PORTAL TO EQUESTRIA.

"ONCE THEY REOPEN THE PORTAL TO OUR WORLD, I'LL BE ABLE TO GO BACK HOME AGAIN AND **BUILD MY GLORIOUS MALL.**"



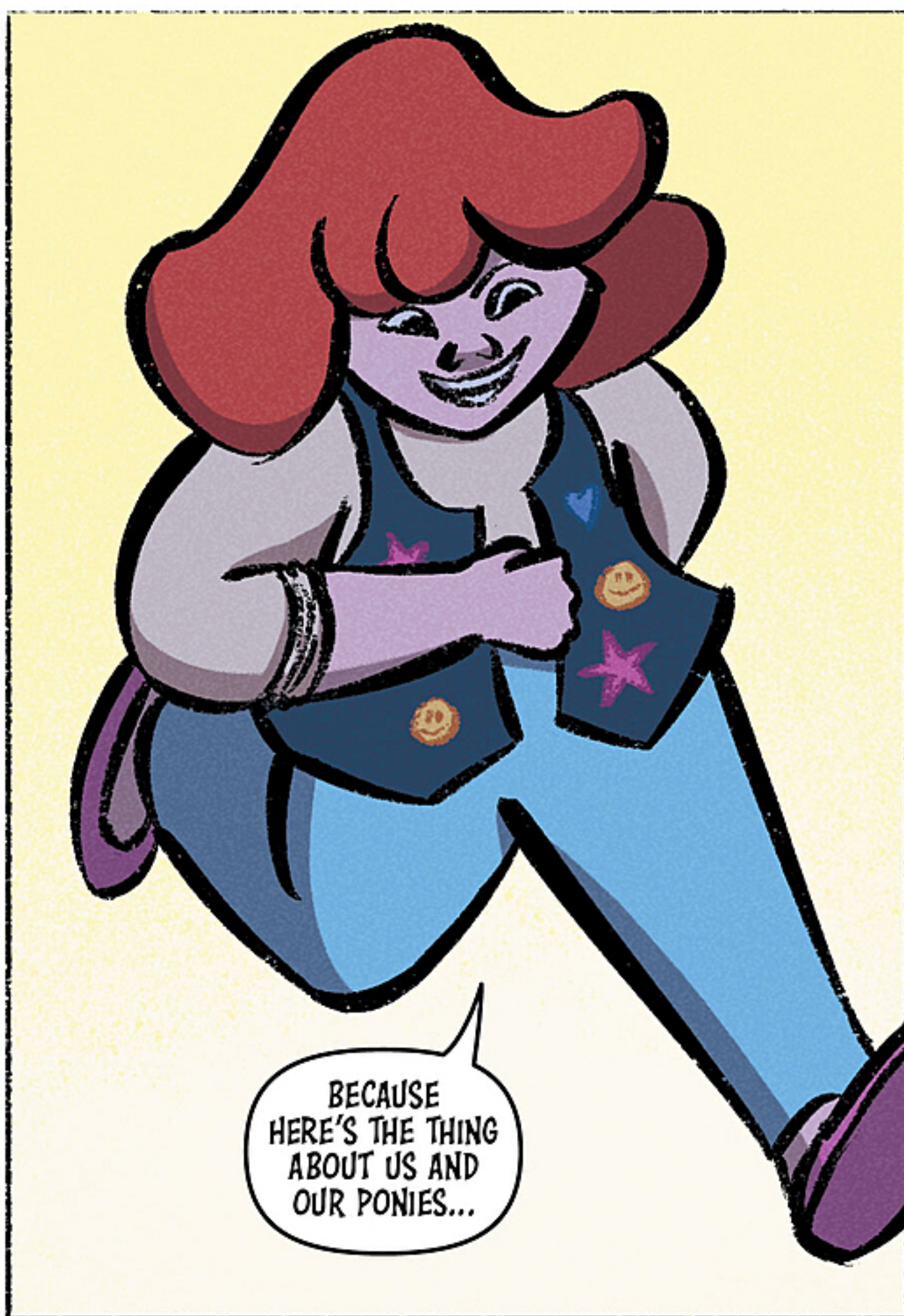






YOU'LL NEVER
HURT ANYONE
AGAIN!





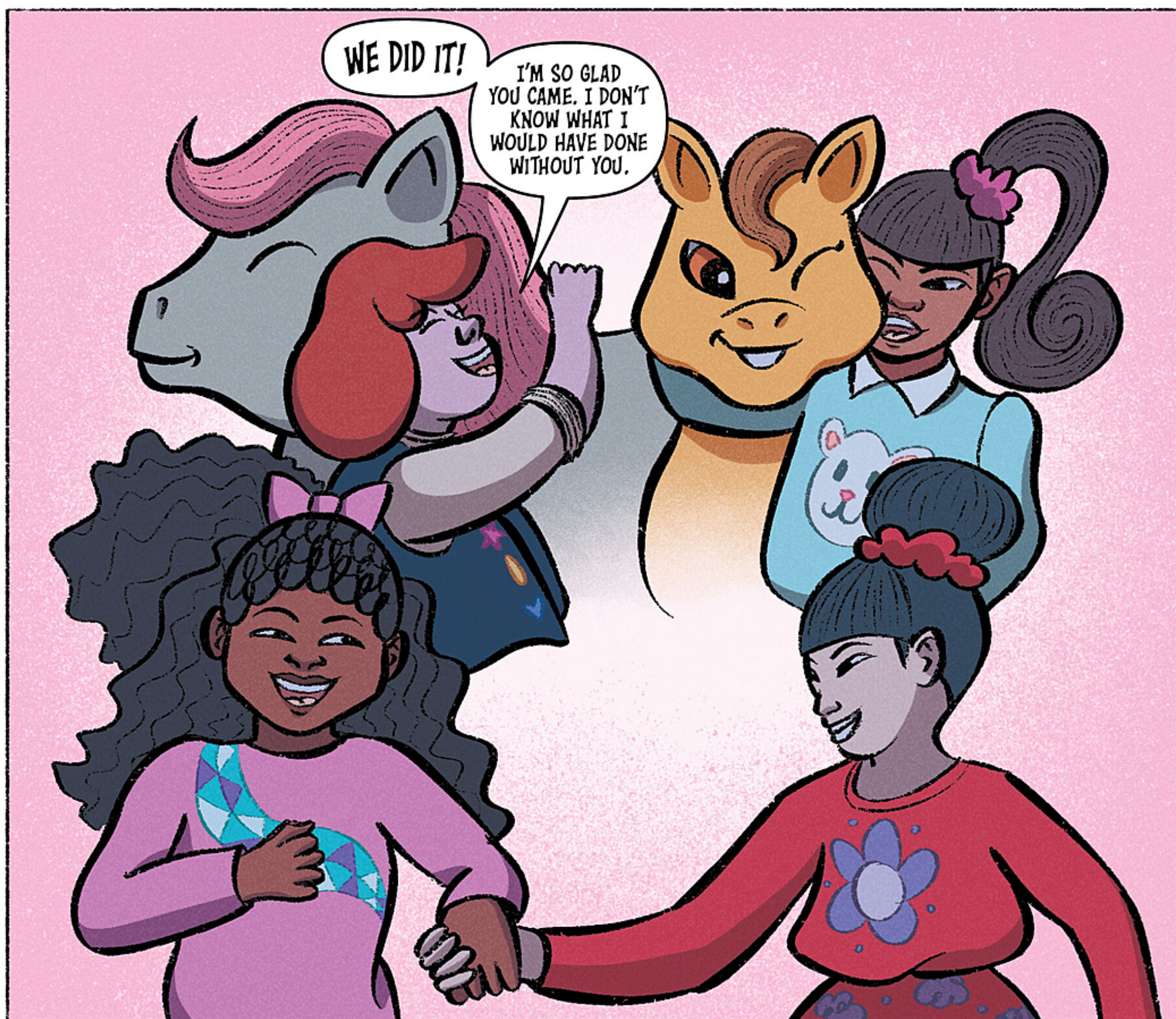
BECAUSE
HERE'S THE THING
ABOUT US AND
OUR PONIES...

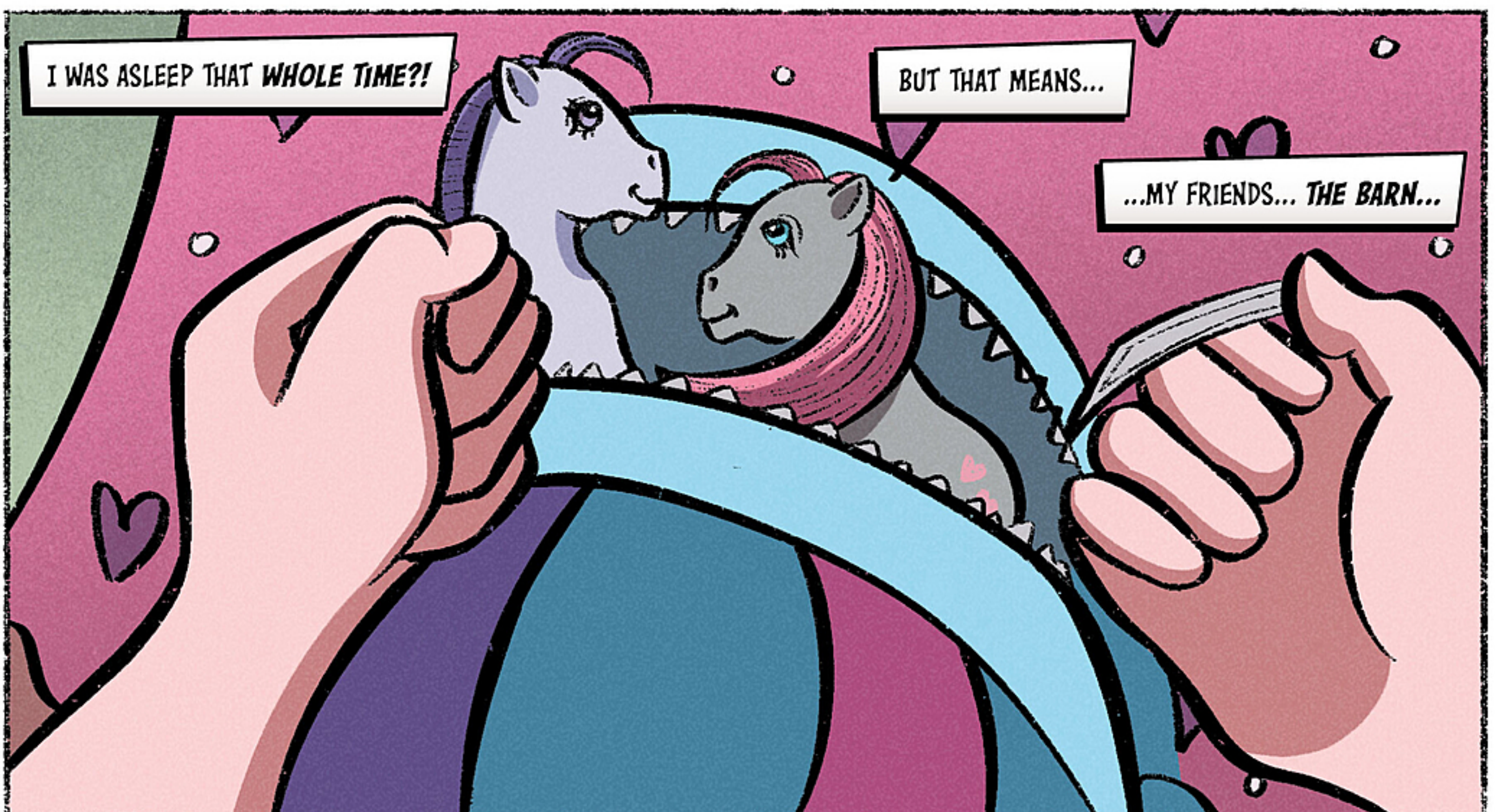
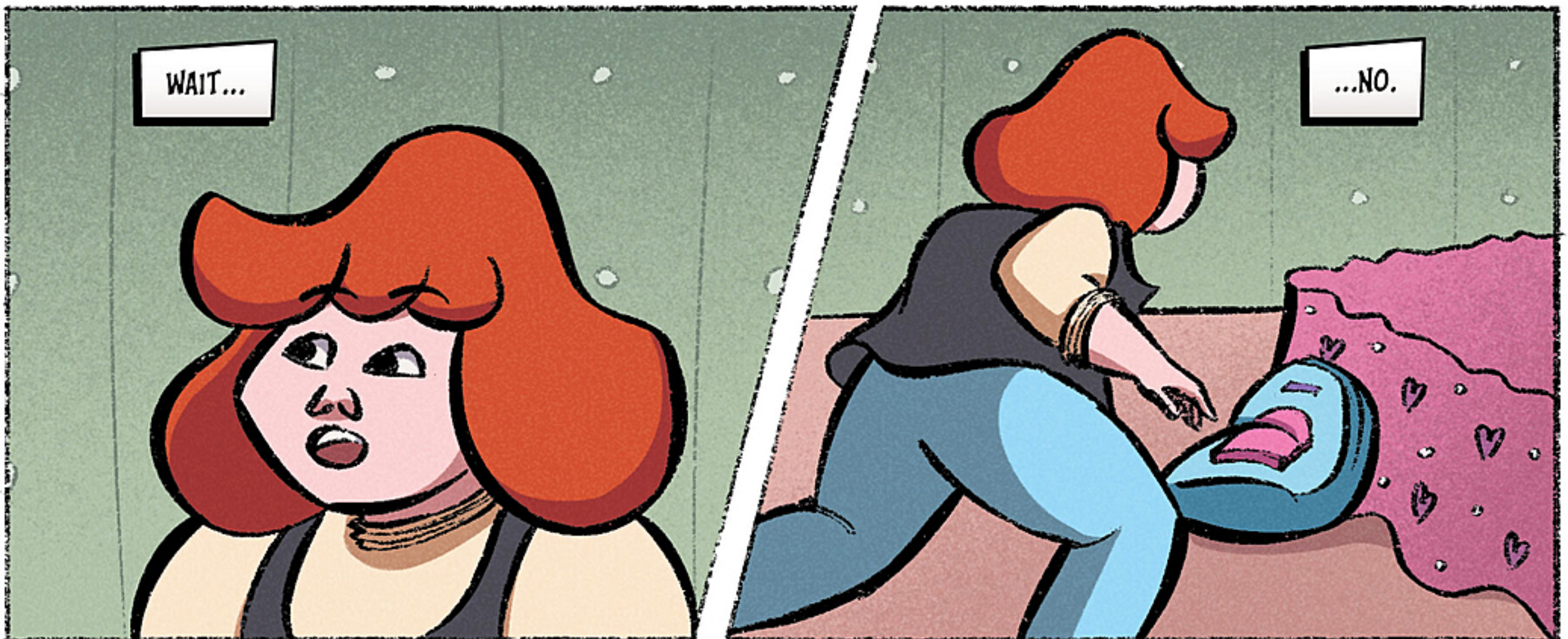


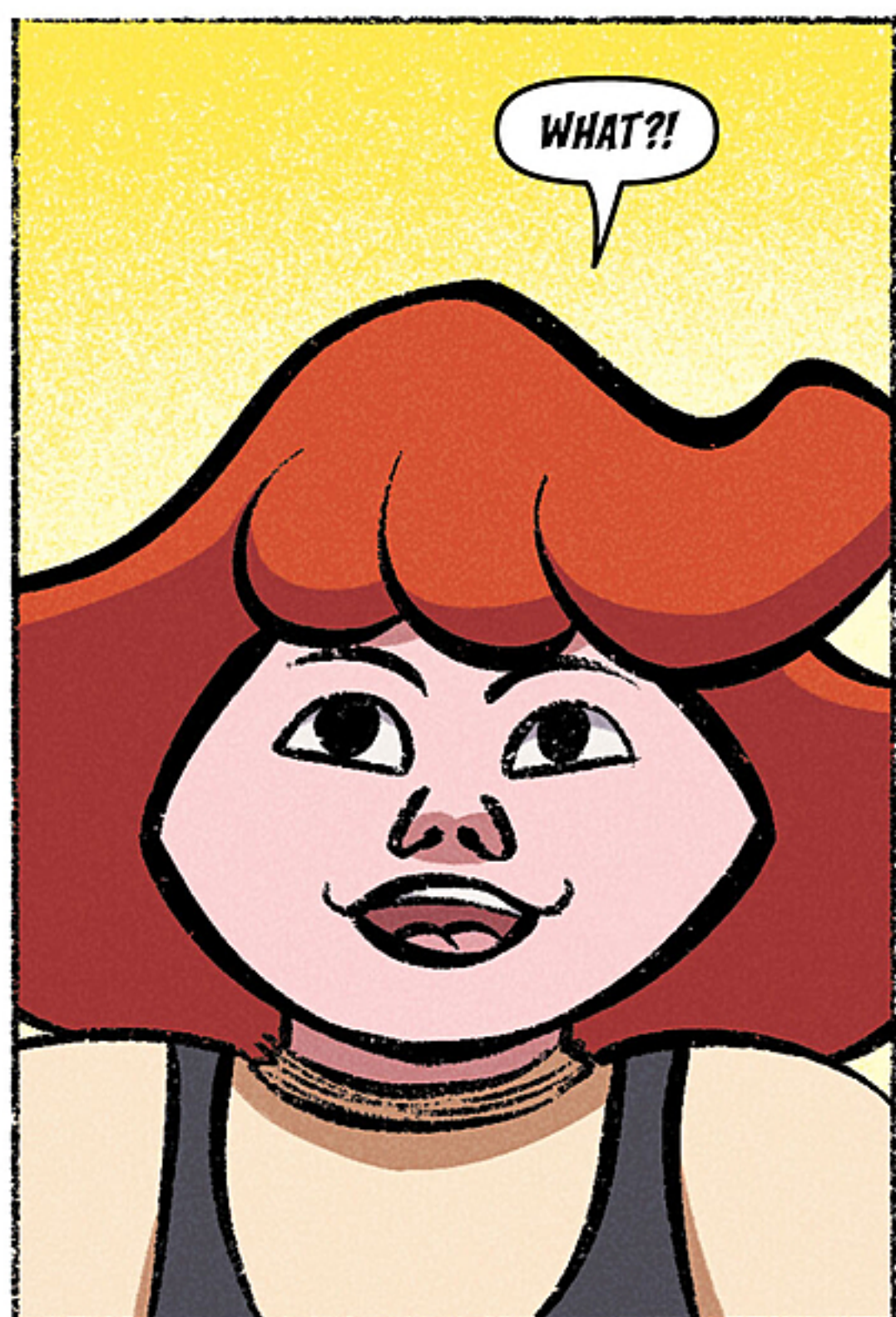
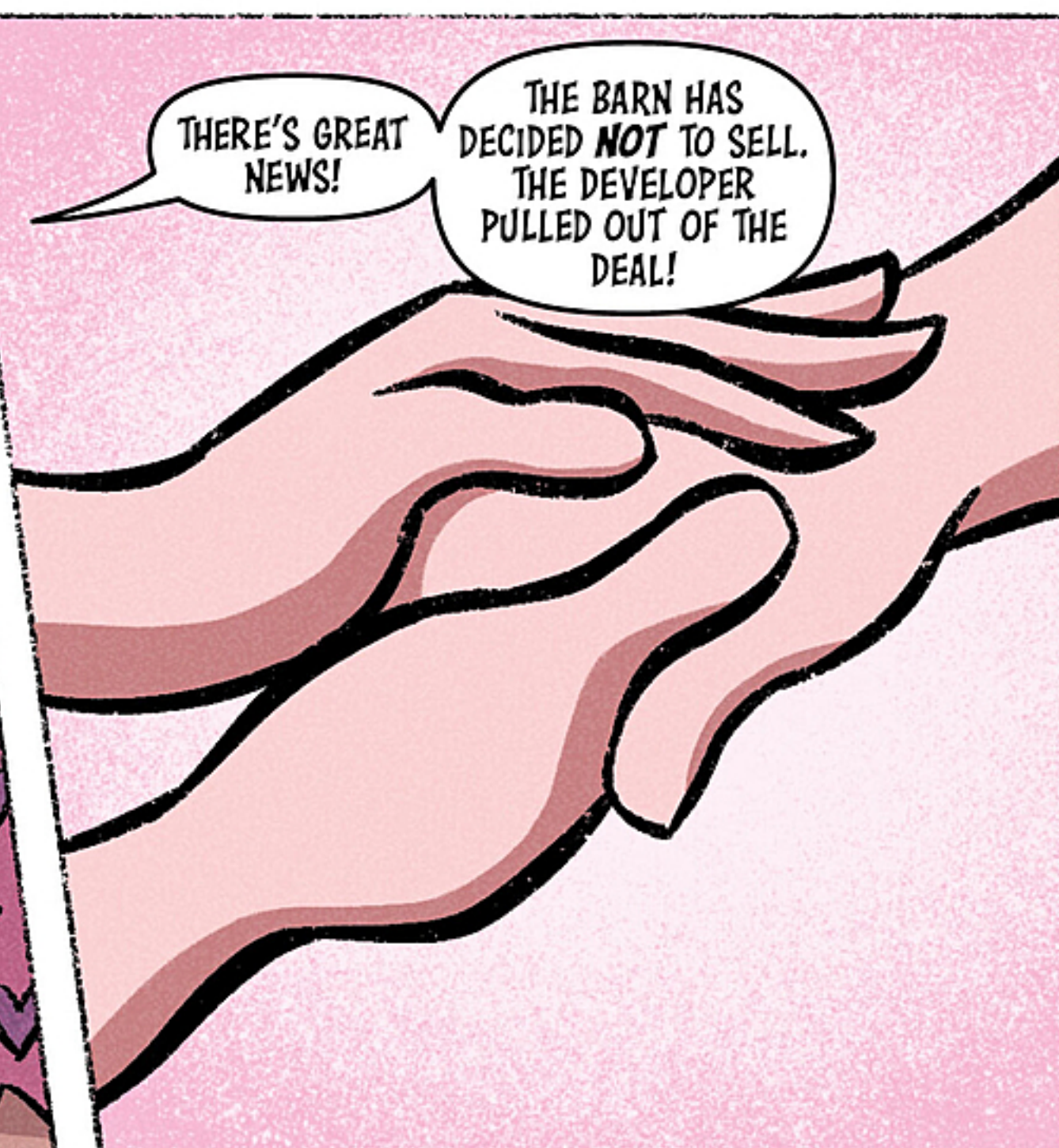
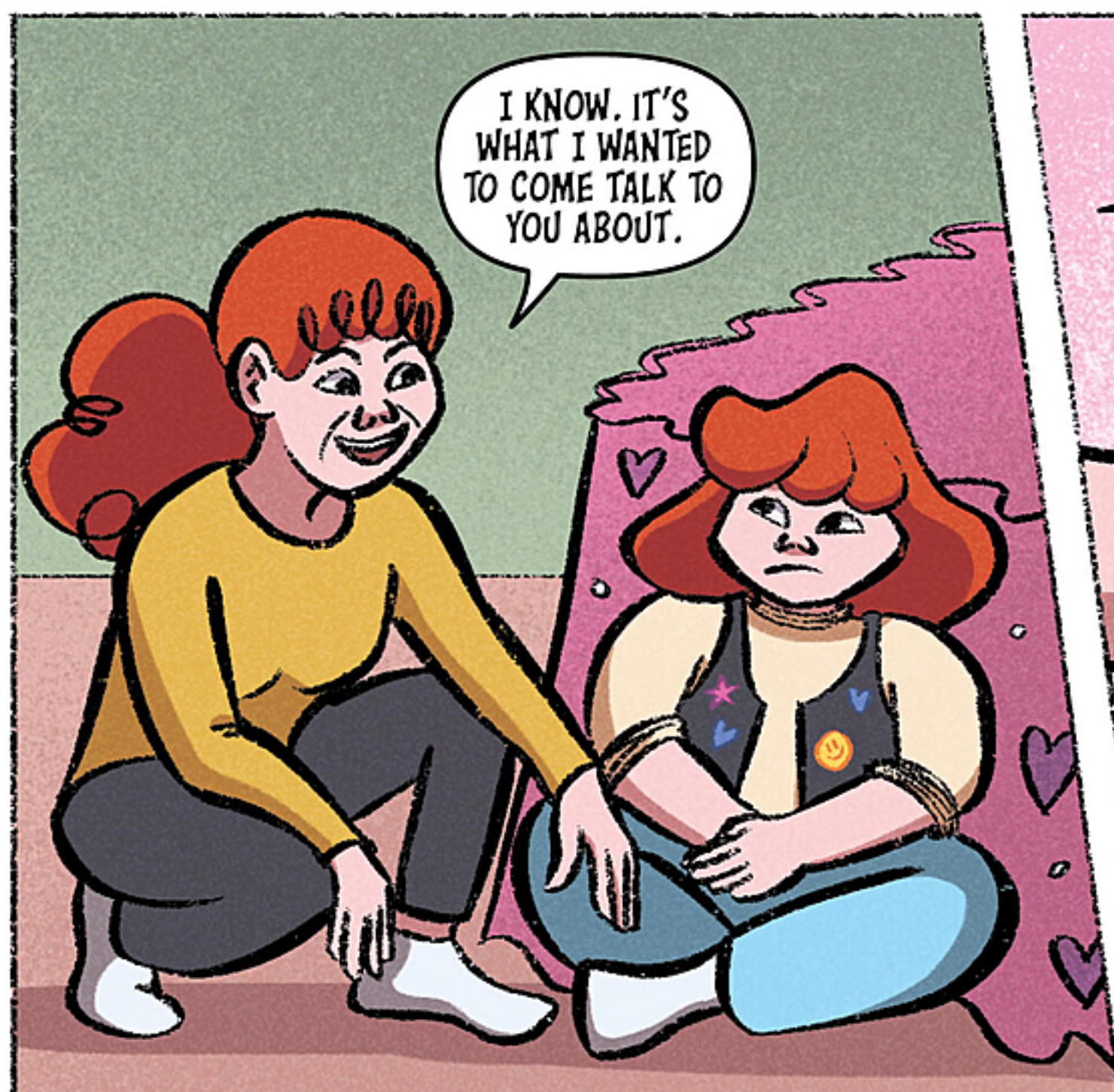
"...WHEN WE COME TOGETHER..."

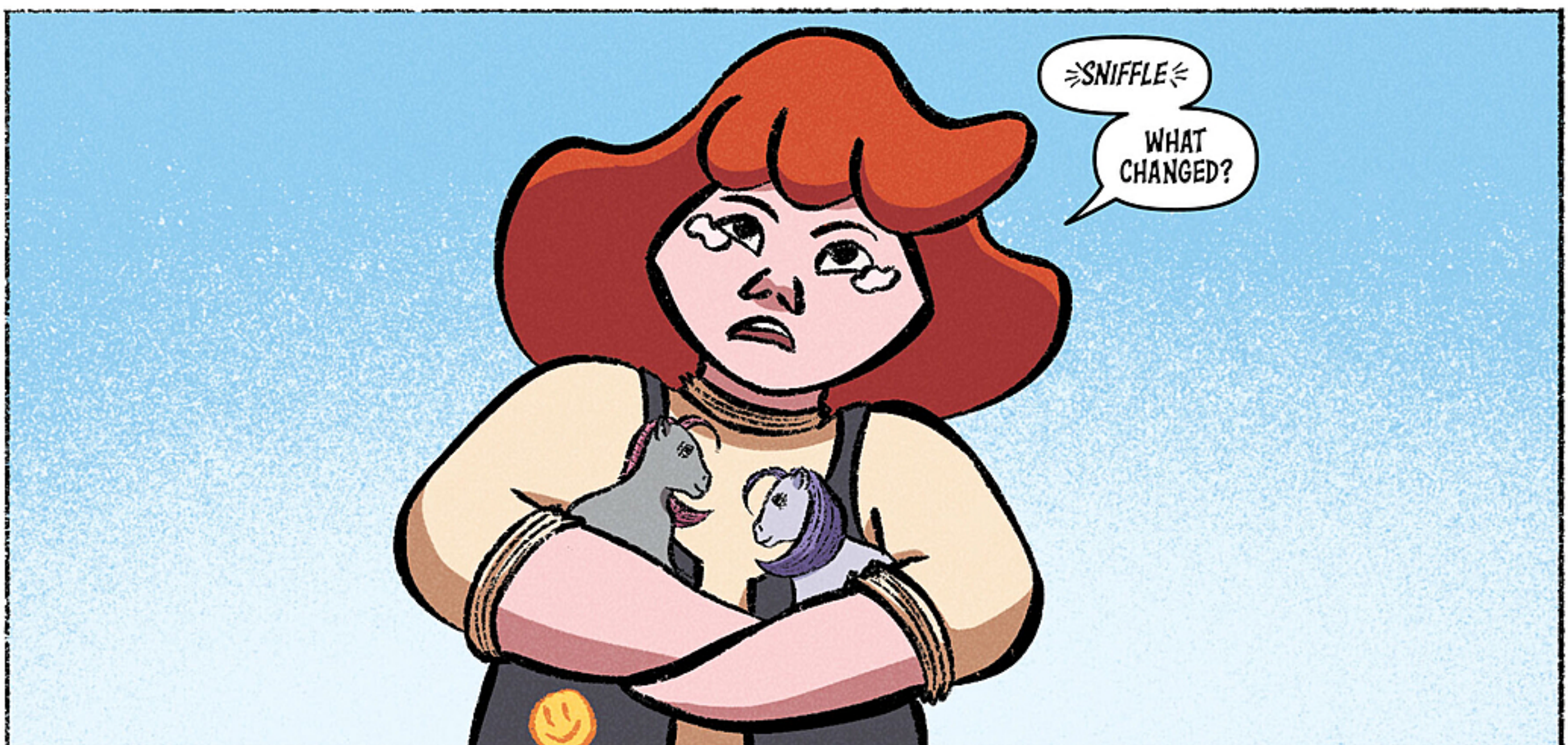


"...WE REALLY CAN SAVE THE WORLD."

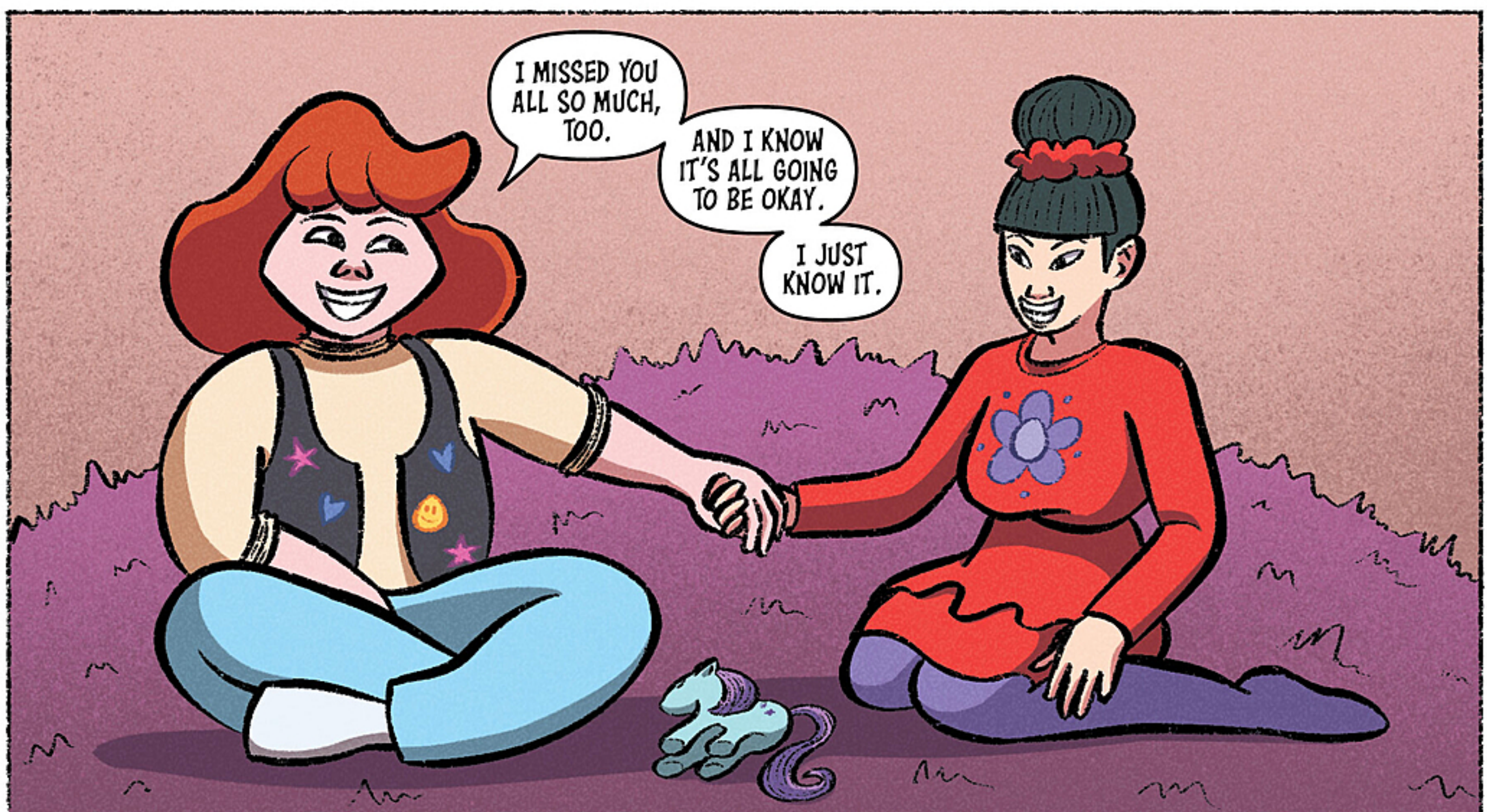
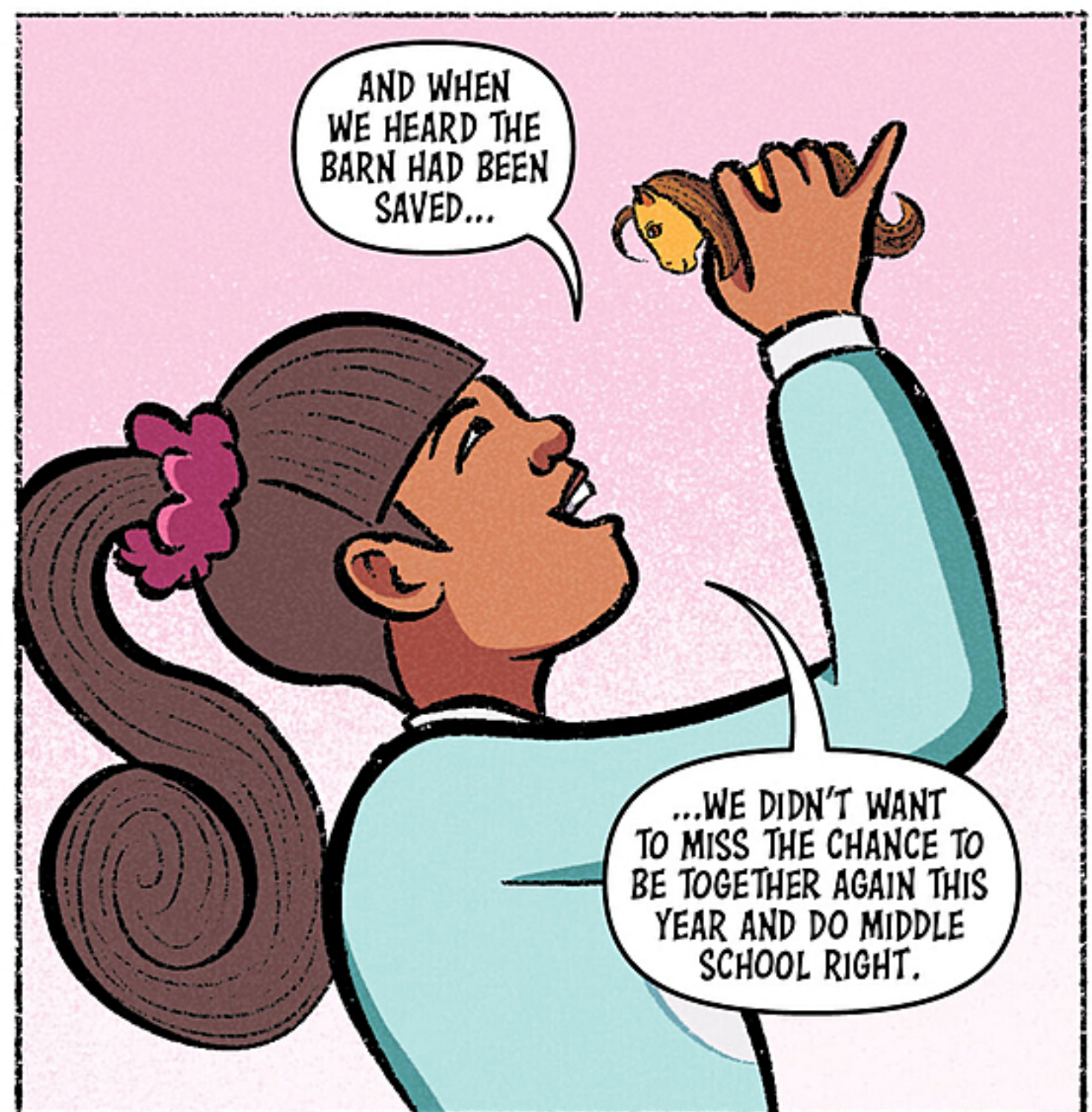






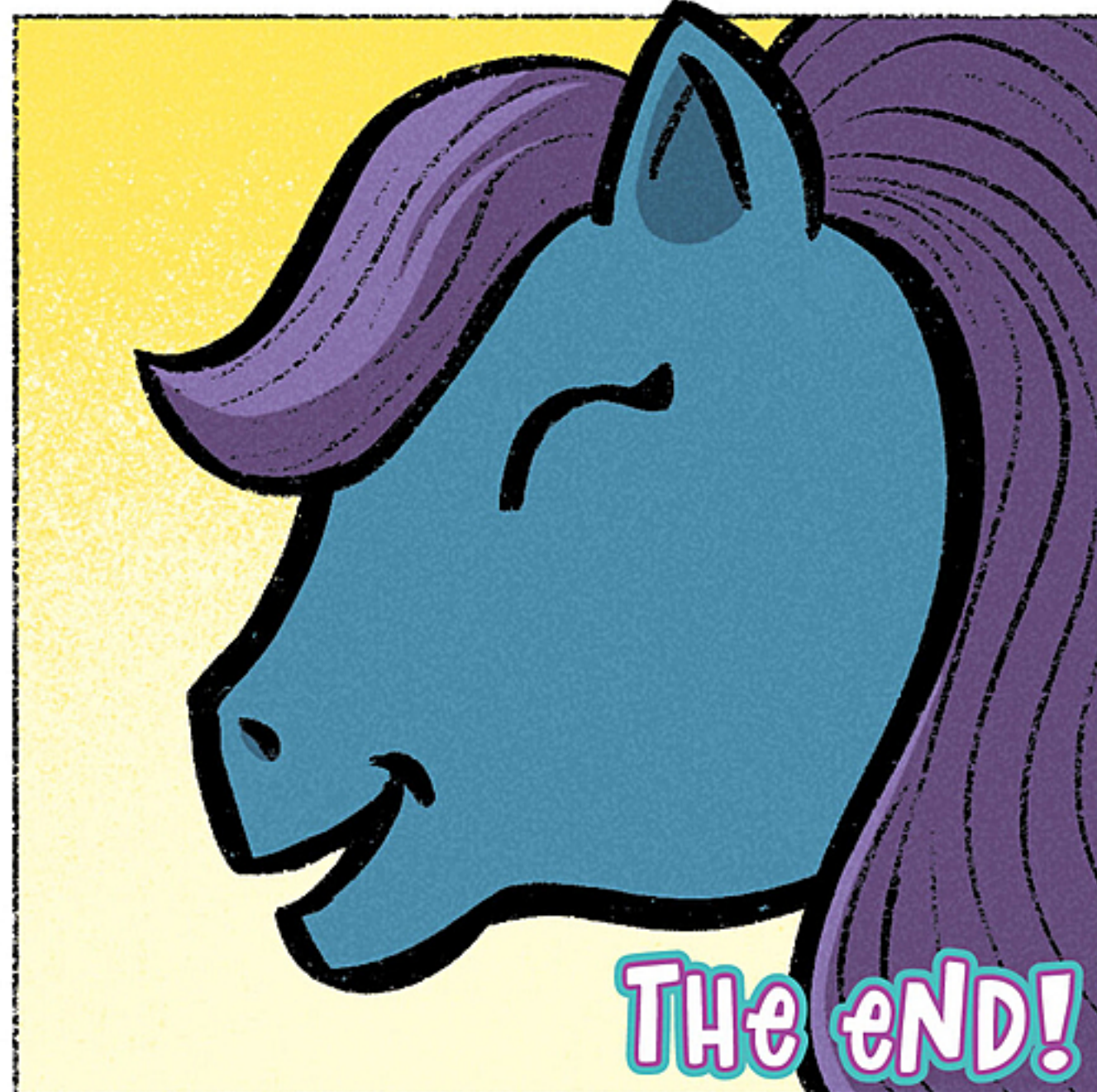
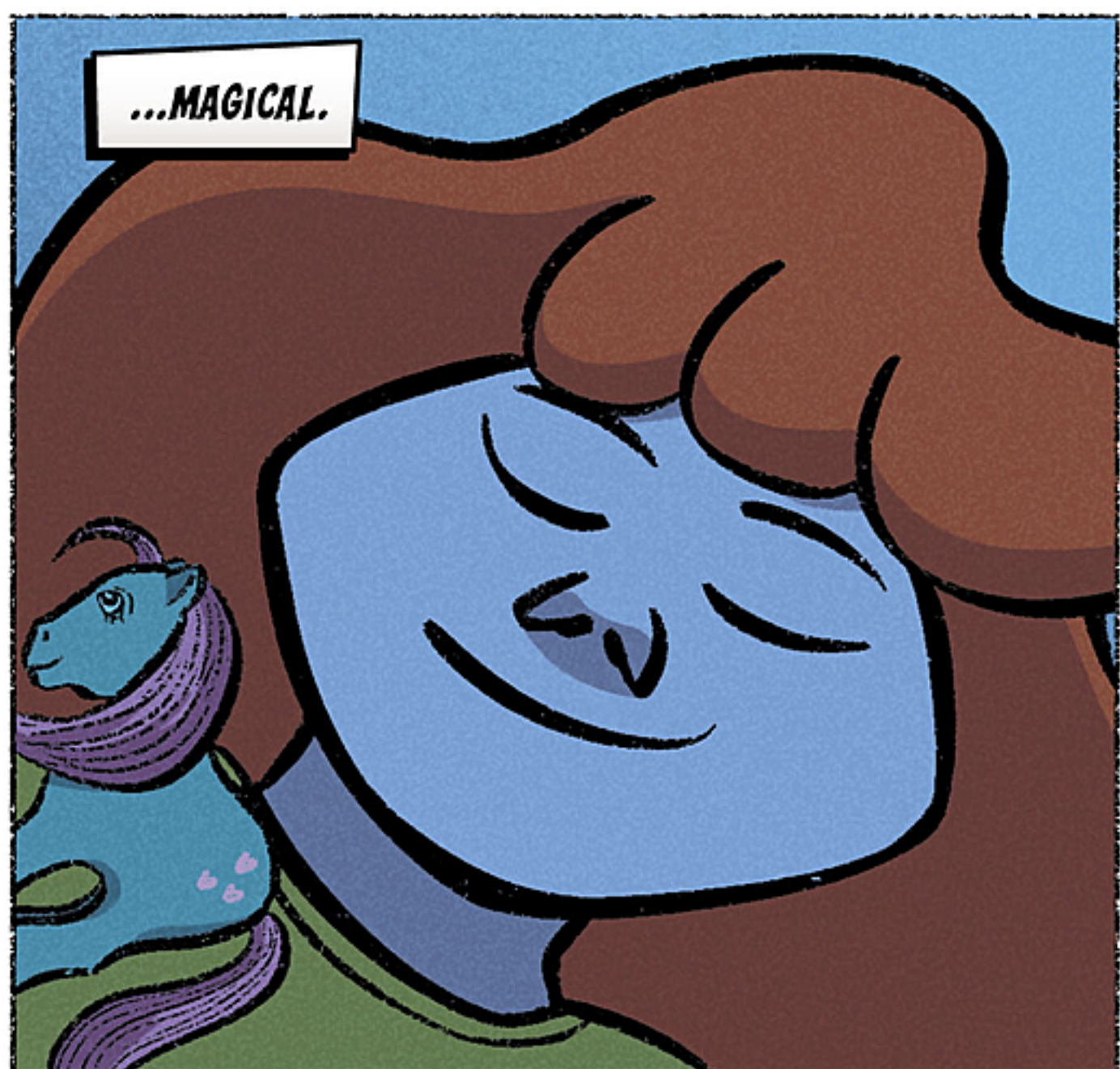
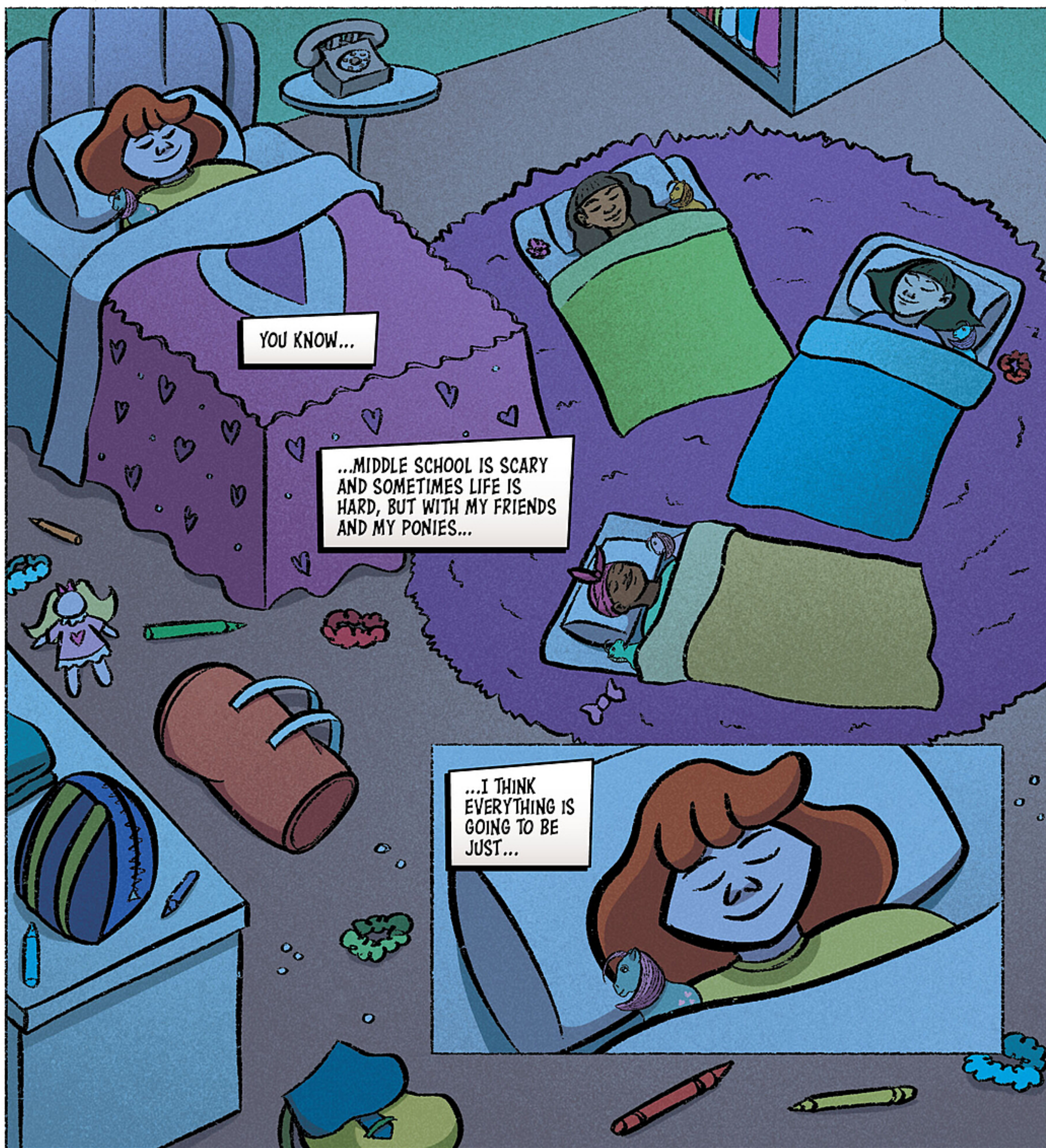


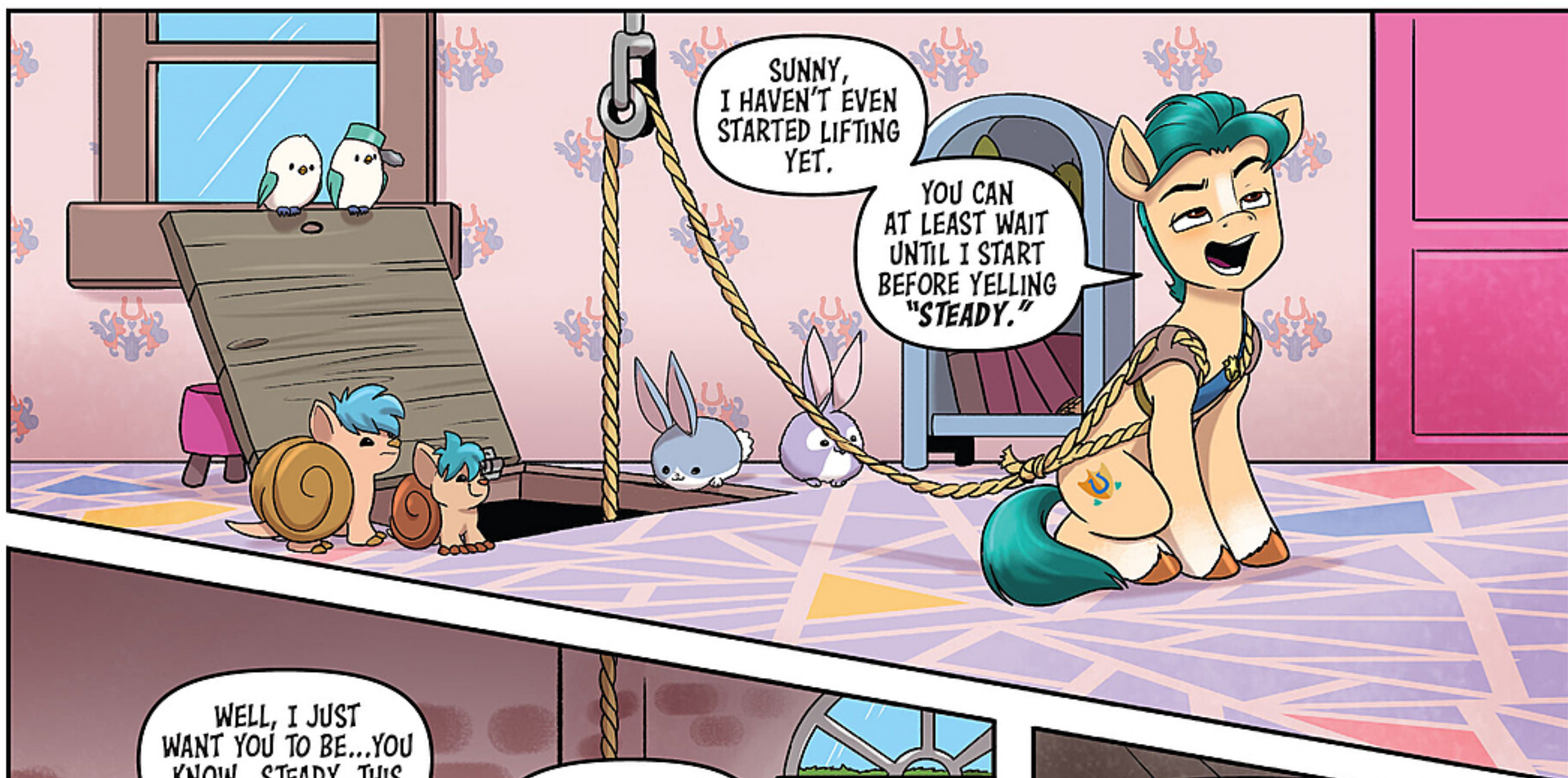
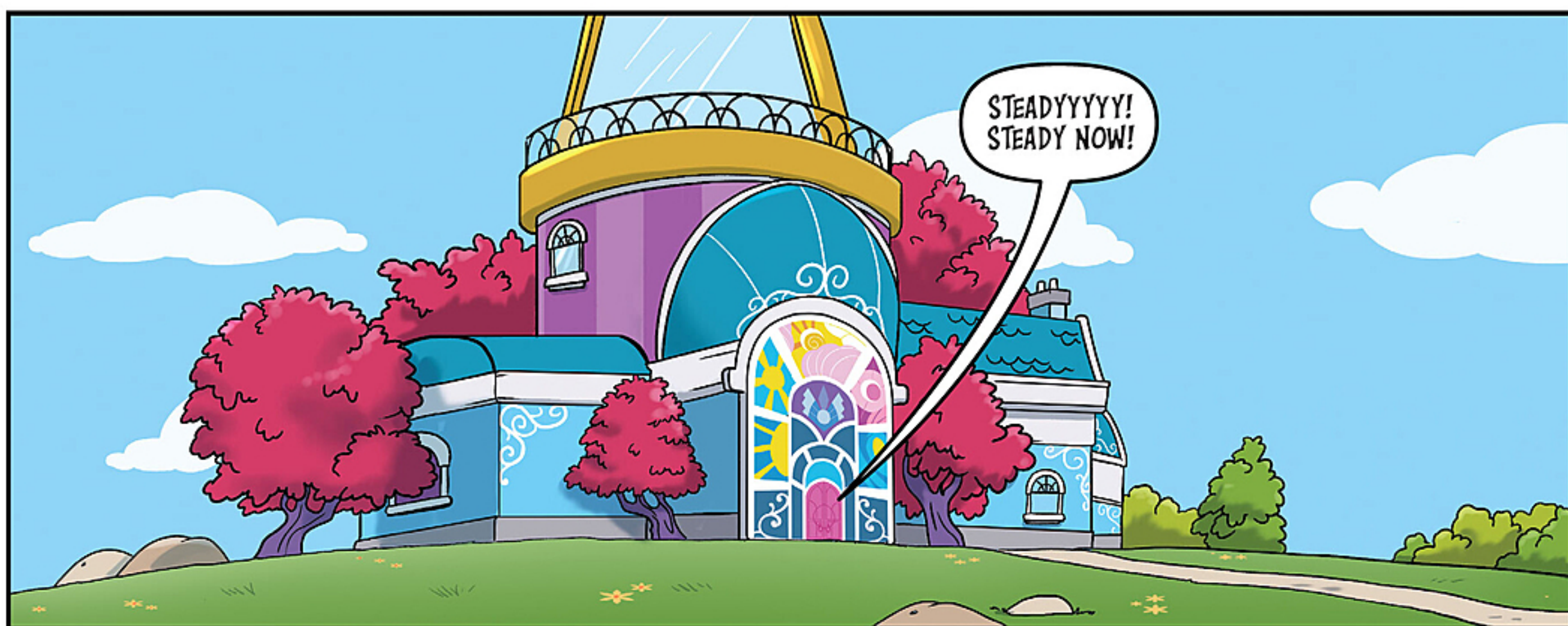


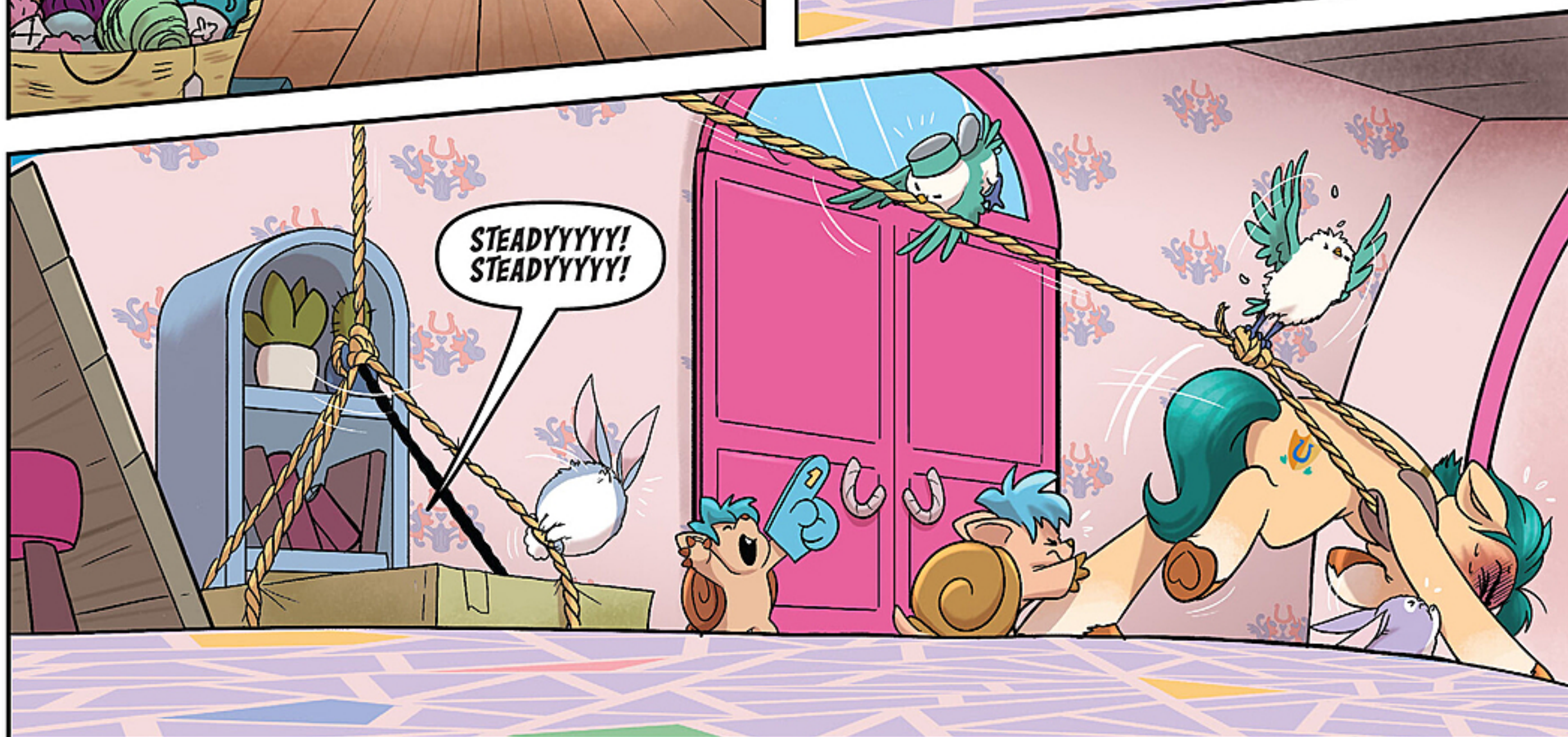
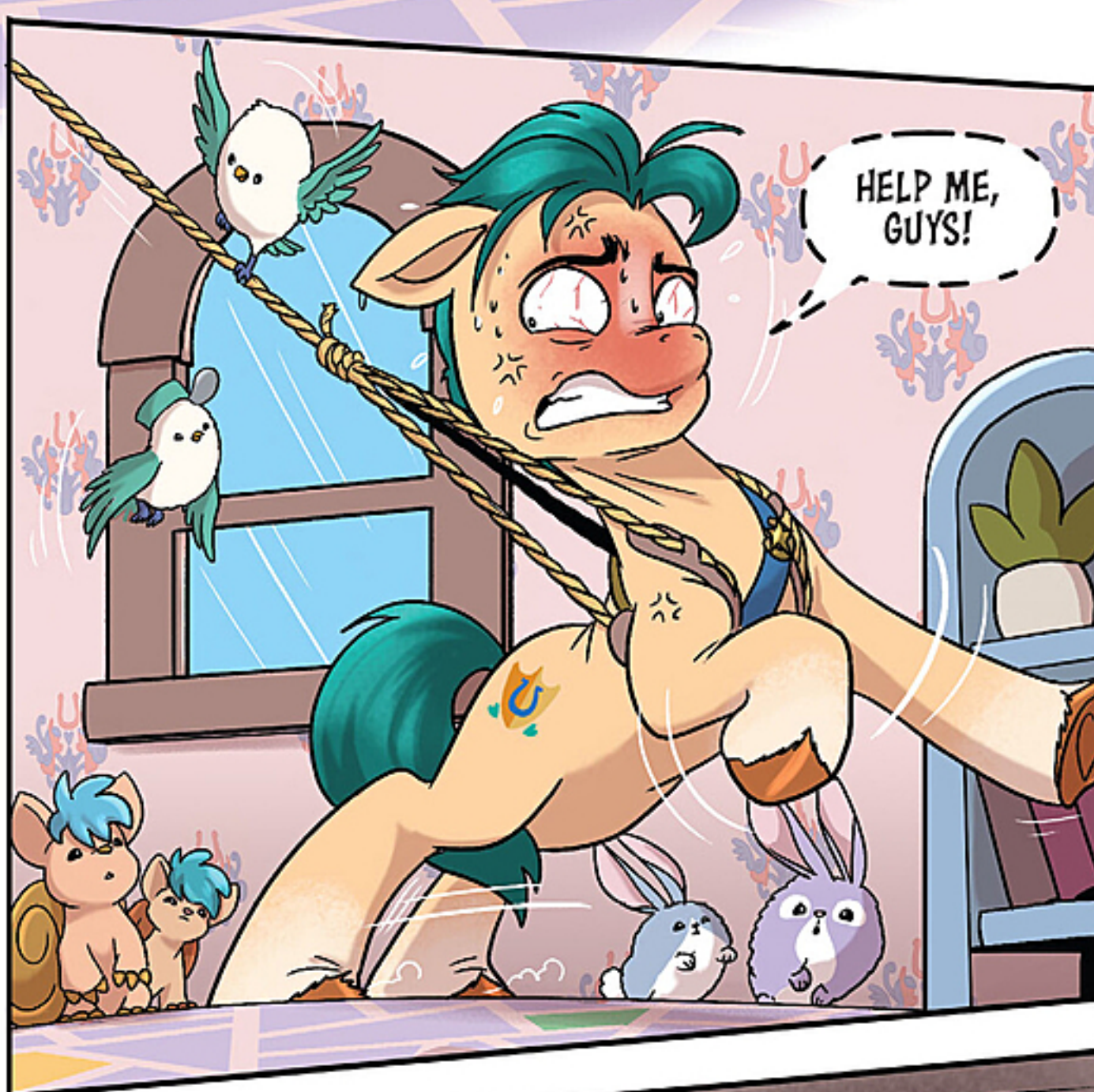
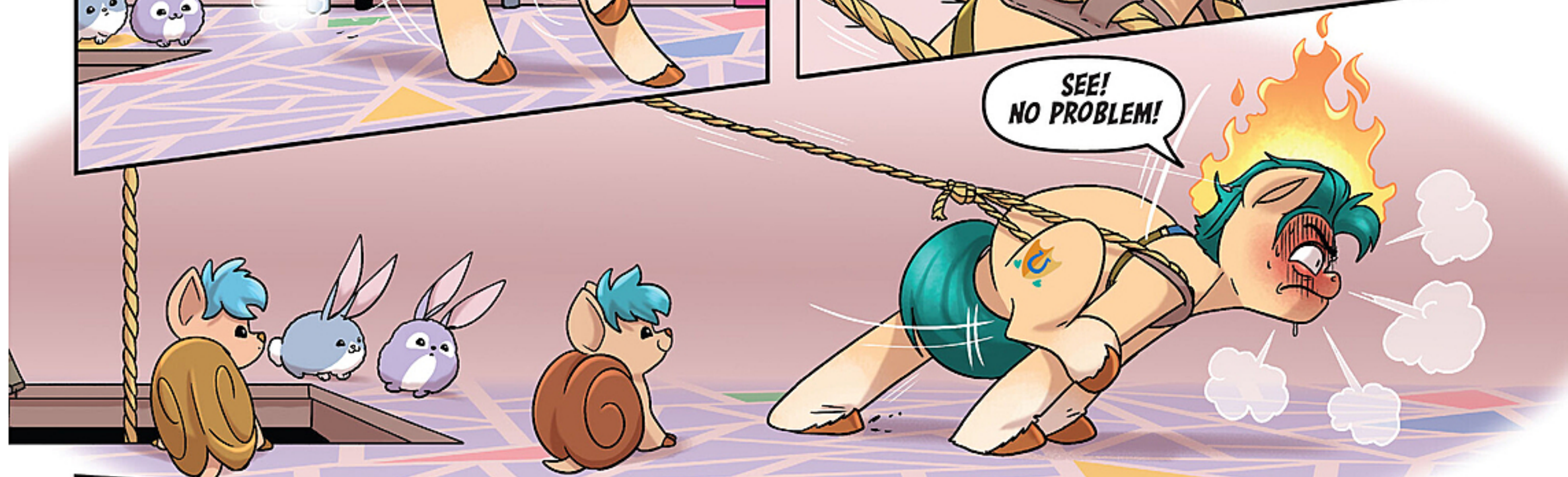
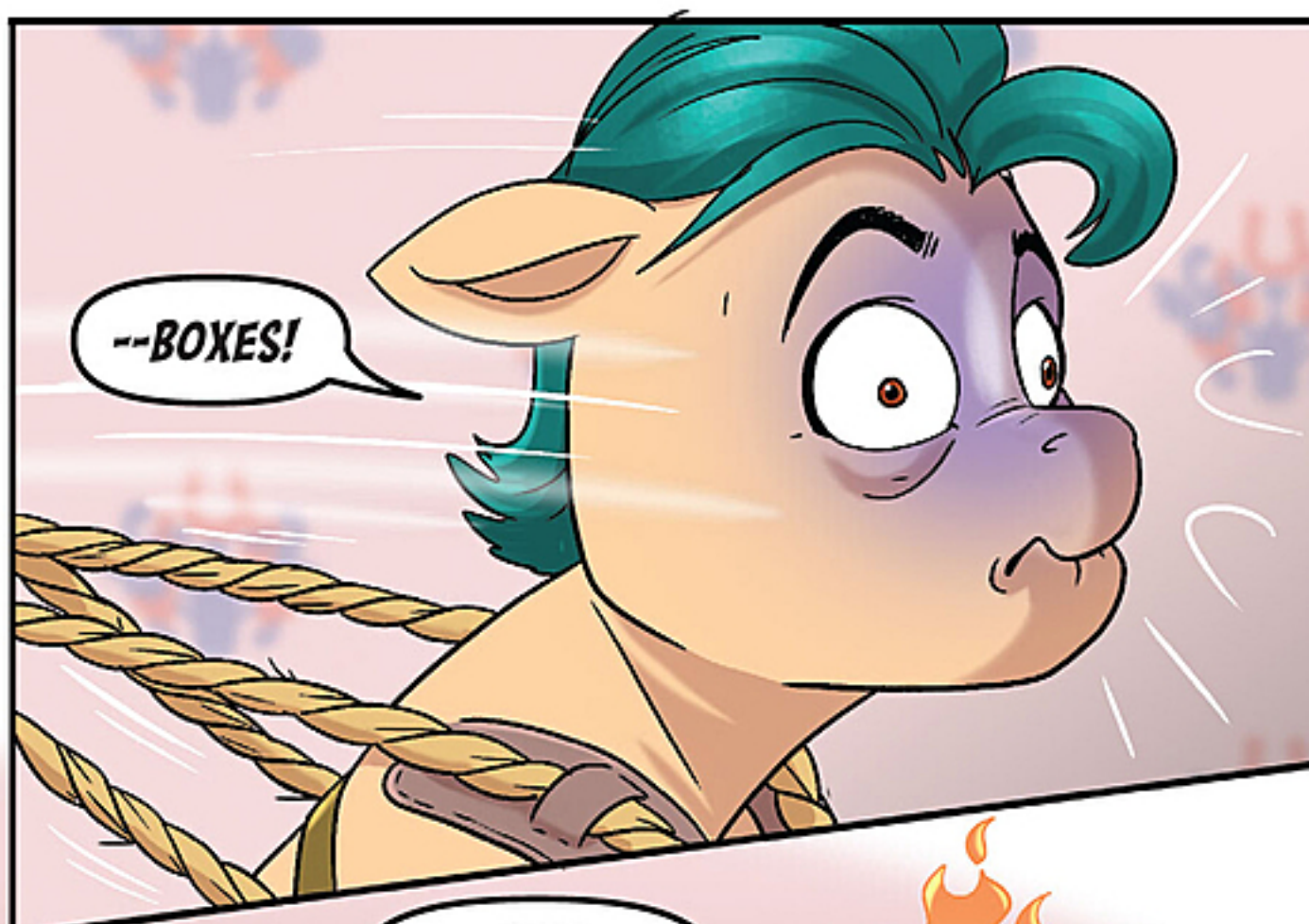
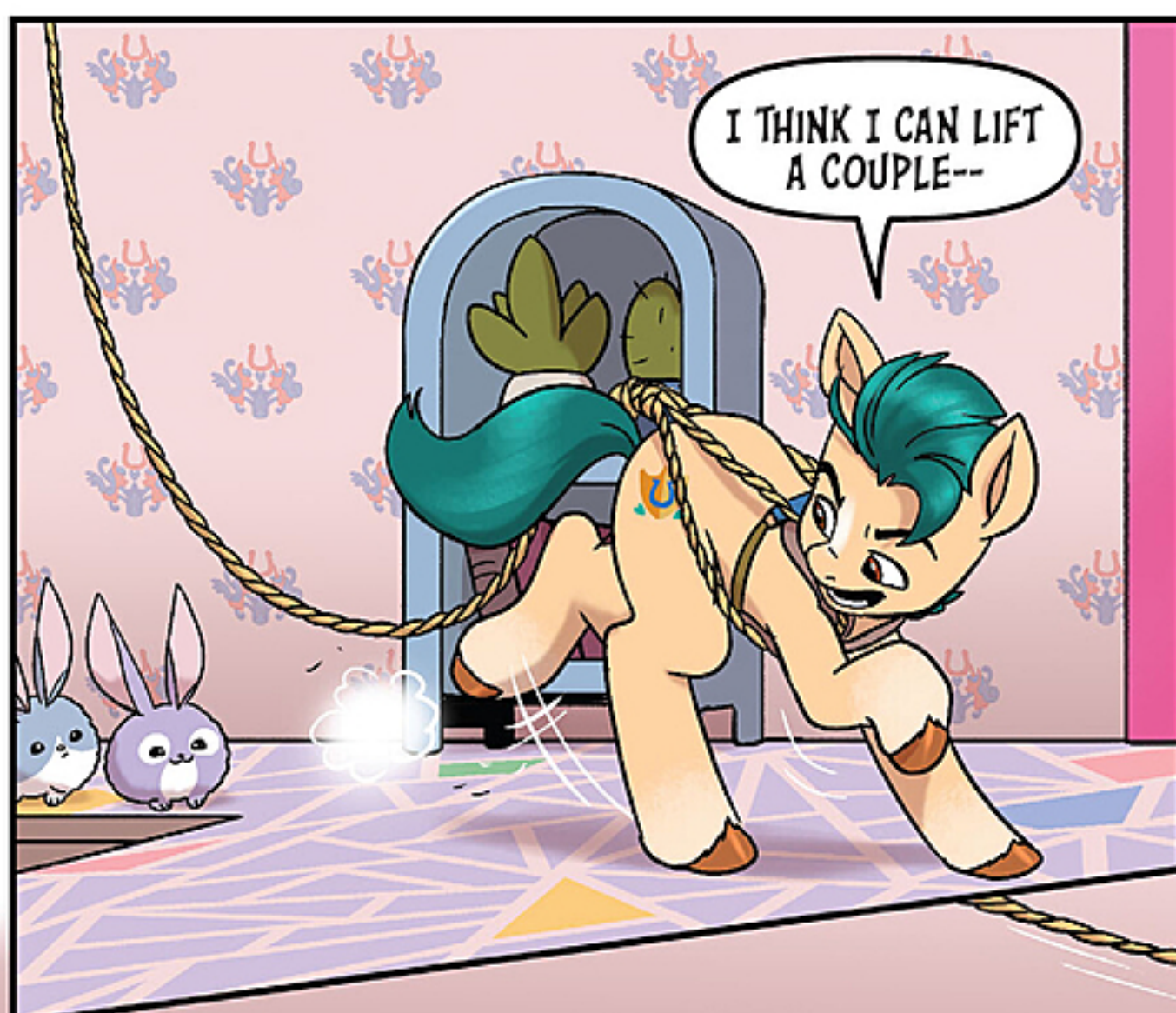


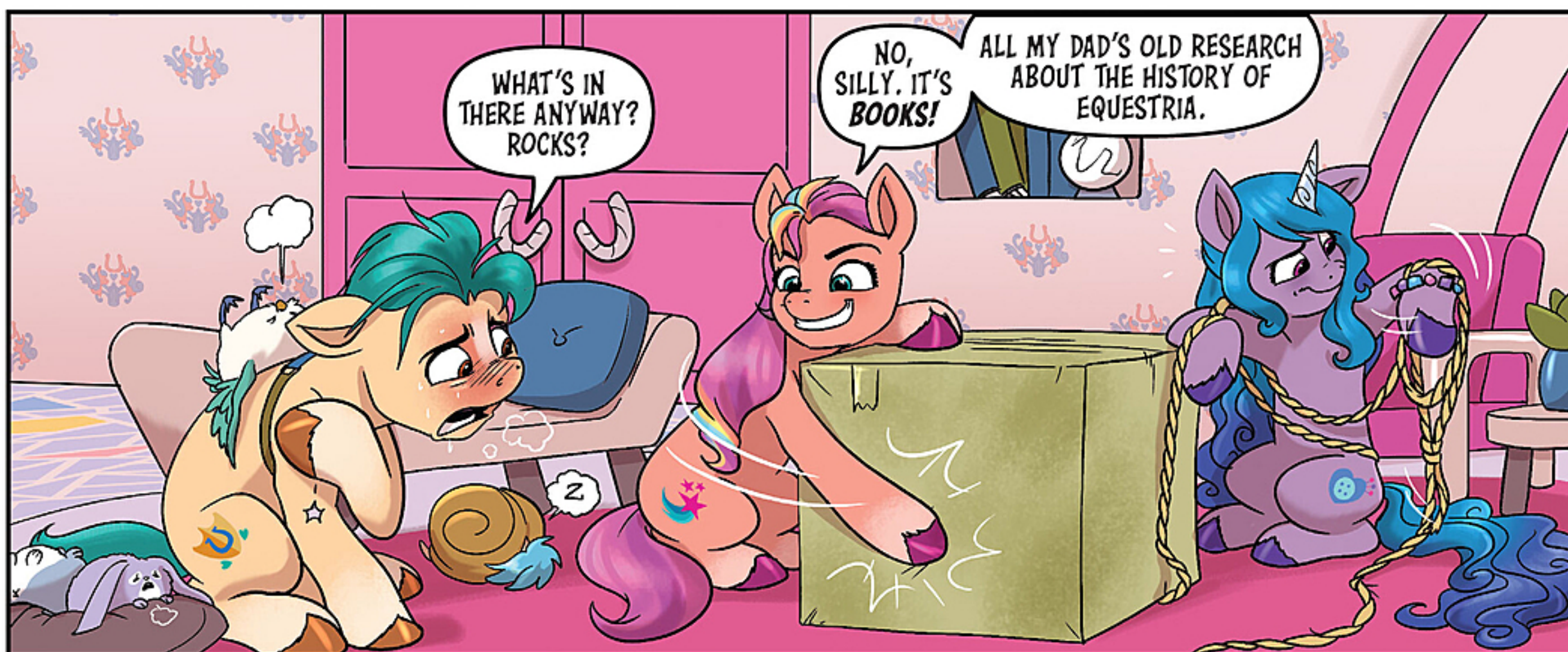
TALES OF DREAM VALLEY

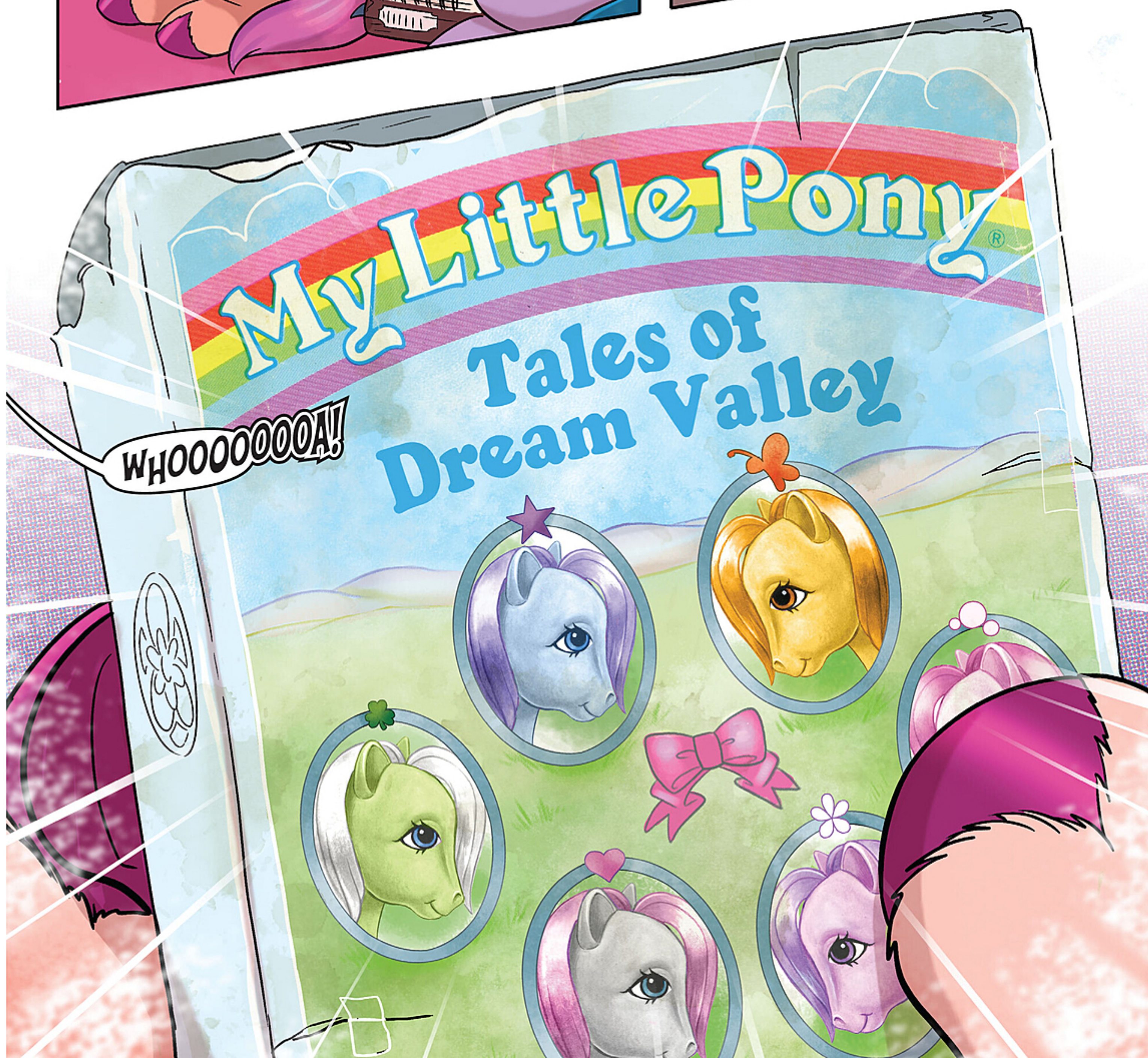














For as long as anyone can remember **Butterscotch** has always won Ponyland's Annual Gymkhana.

She's fast and nimble, strong and exceptionally athletic—over the hedges and fallen tree trunks, round the toadstools and through the gate to finish.

OOH! I BET ZIPP WOULD LIKE HER!

WHERE IS "PONYLAND"?

WHAT'S A "GYMKHANA"?

If ever a pony were a little bit sad or lonely, **Snuzzle** would be the first to notice and go over and nuzzle her head against theirs.

Soon they would cheer up and start to laugh and smile again.

IZZY, THAT SOUNDS LIKE YOU!

I WAS GONNA SAY IT SOUNDED LIKE YOU!

Blue Belle loves to explore the woods to find the first bluebells of spring.

She treads daintily through the bushes and pushes the leaves away until she smells the delicious perfume of her favorite flowers—
Ah! Lovely!

OH, SO SHE MUST HAVE BEEN AN HERBALIST OR SOMETHING.

MAYBE THEY WERE AN ANCIENT HUNTER-GATHERER CULTURE! MAYBE THIS WAS BEFORE WE HAD FARMS!

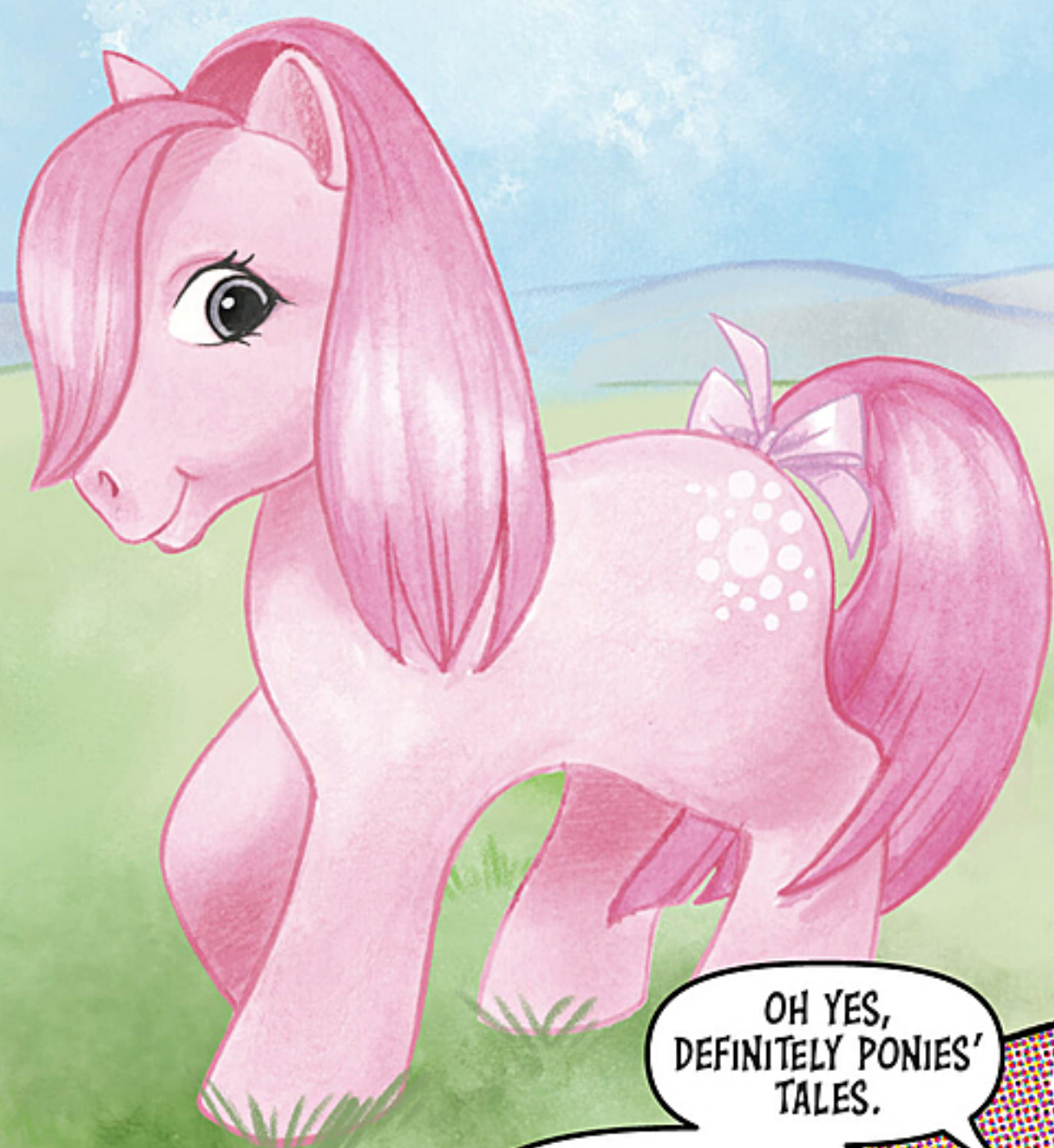
Over the hawthorn hedge, **Minty** had spotted a large patch of her favorite mint.

She knelt down to smell the delicious aroma, nibbled a leaf and then lay down right in it—rolling over and over, until her white body smelled of mint, too.

I DON'T GET IT.

MAYBE IT'S, LIKE...AN OLD PONIES' TALE PASSED DOWN FROM GENERATION TO GENERATION?

SO...WAS MINTY ALWAYS HER NAME OR WAS IT A NICKNAME SHE GOT?



Cotton Candy loves sweet things, sweet nectar from the flowers, sweet honey from the bees, sweet grass from the valley. However, she is also a bit lazy and tries to find her treats a little too close to home. Blossom's garden is always a tempting place to grab a snack.

OH YES, DEFINITELY PONIES' TALES.

SEE, COTTON CANDY MUST BE THE TRADITIONAL TRICKSTER TYPE CHARACTER.



SEEMS KINDA MEAN.



Blossom keeps busy digging in her beautiful garden—as well as chasing Cotton Candy out of it! The ponies say that all the colors of the rainbow are reflected in her lovely flowers.

A FLOWER GARDEN? SO MUCH FOR THEM BEING HUNTER-GATHERERS.

THAT WAS THE ONLY GOOD THEORY I HAD! I NEED TO DO MORE RESEARCH!





Dream Valley is home to Earth Ponies, Pegasi, Unicorns, Flutter Ponies, Sea Ponies, Grundles, and Bushwoolies.

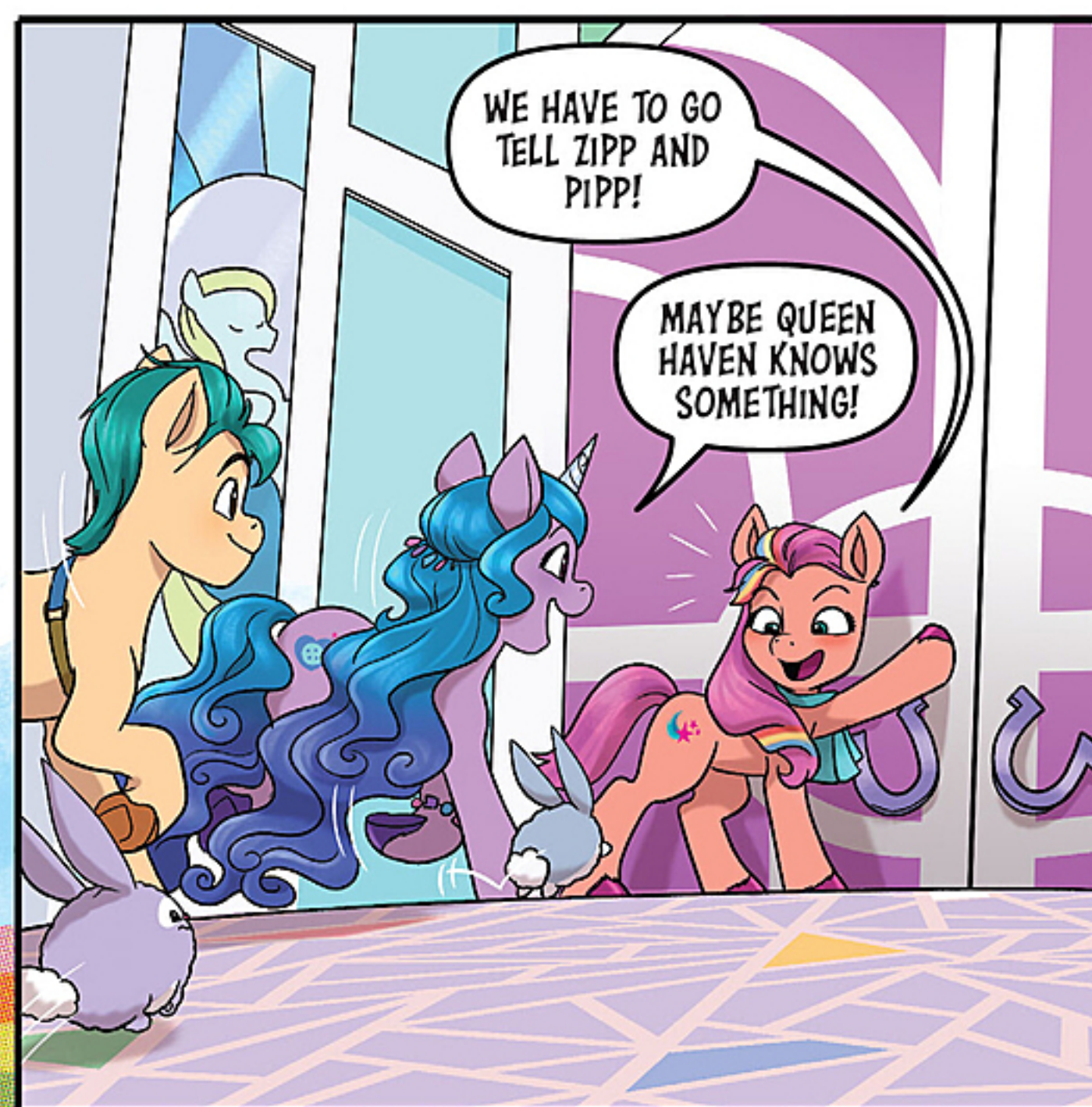
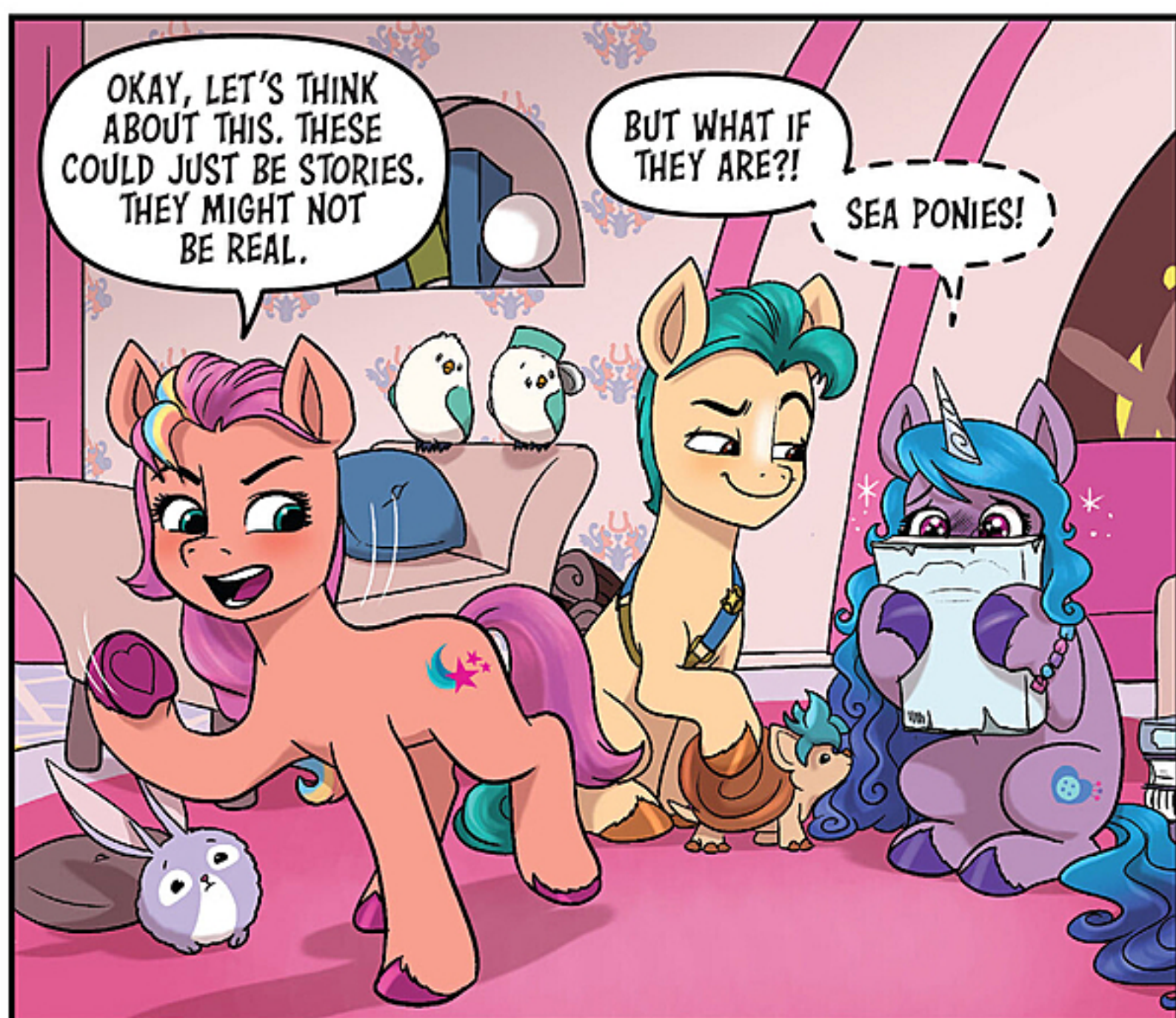
Dream Castle was originally home to ponies but was given to the Grundles for helping Baby Lickety-Split and Spike.

WHAT ARE BUSHWOOLIES?

OR FLUTTER PONIES? I'VE NEVER EVEN HEARD OF THOSE! ARE THEY LIKE PEGASI?

SEA PONIES, SUNNY! PONIES IN THE SEA!

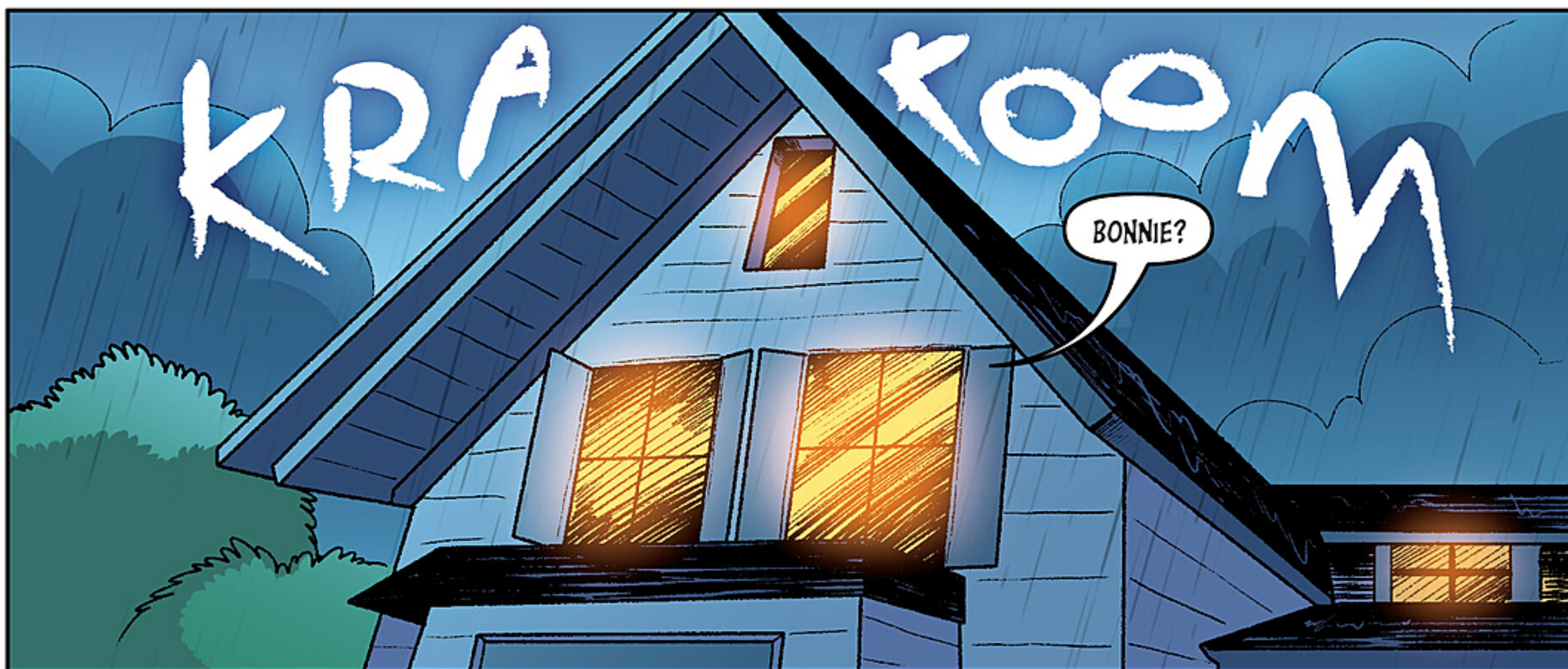
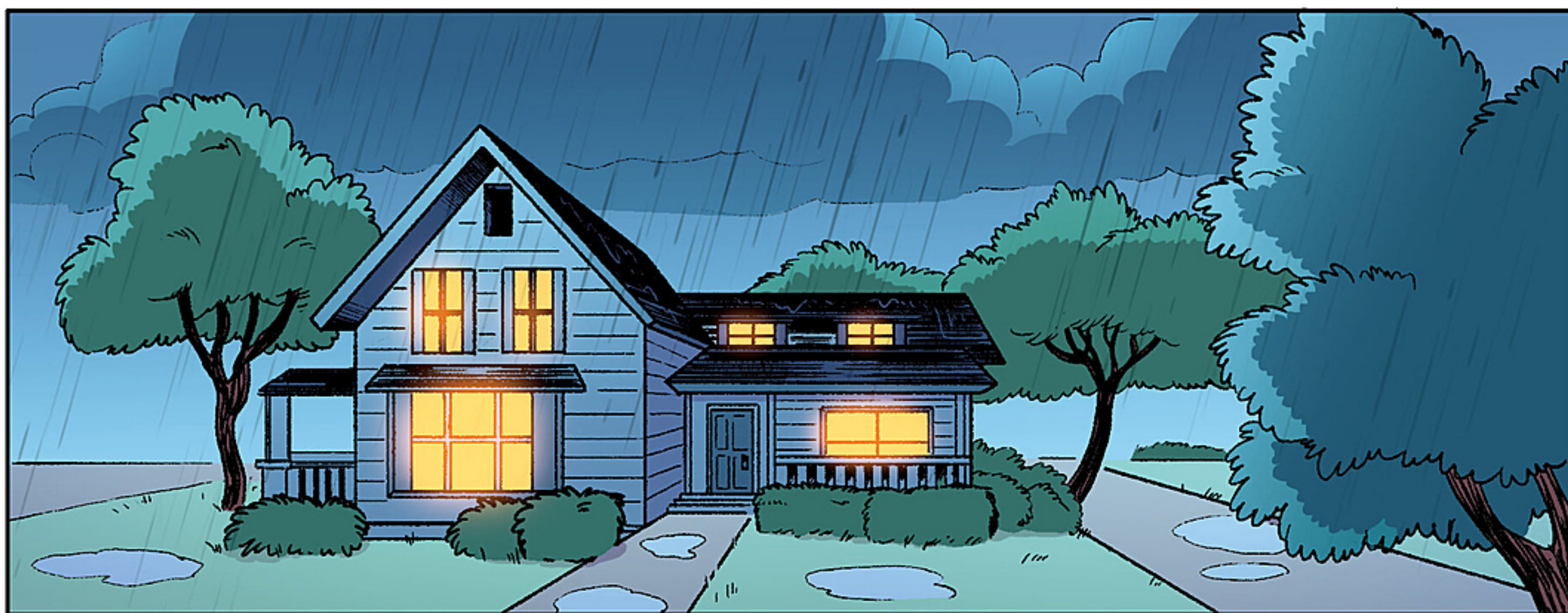
I WANT TO MEET THEM!

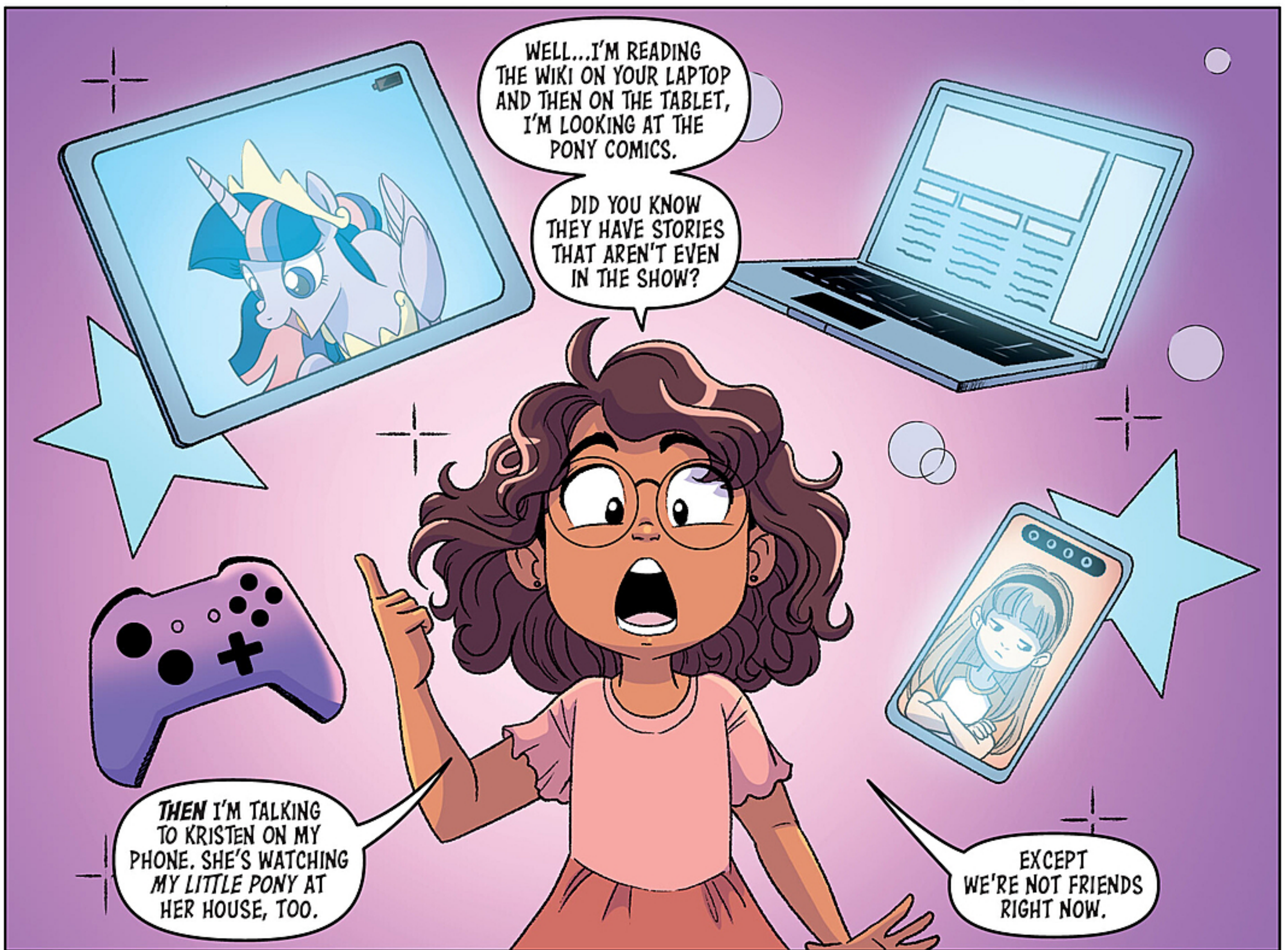
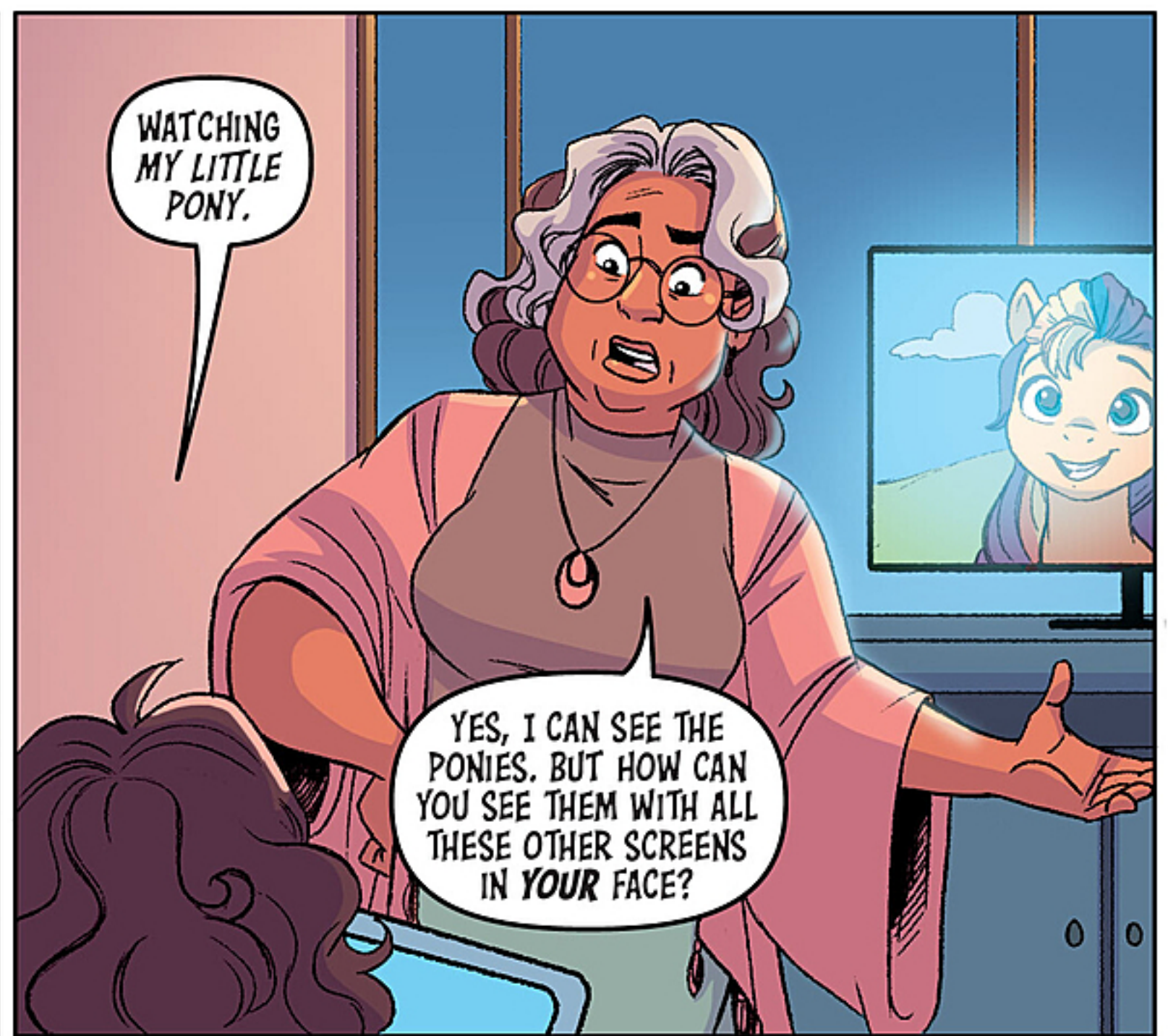


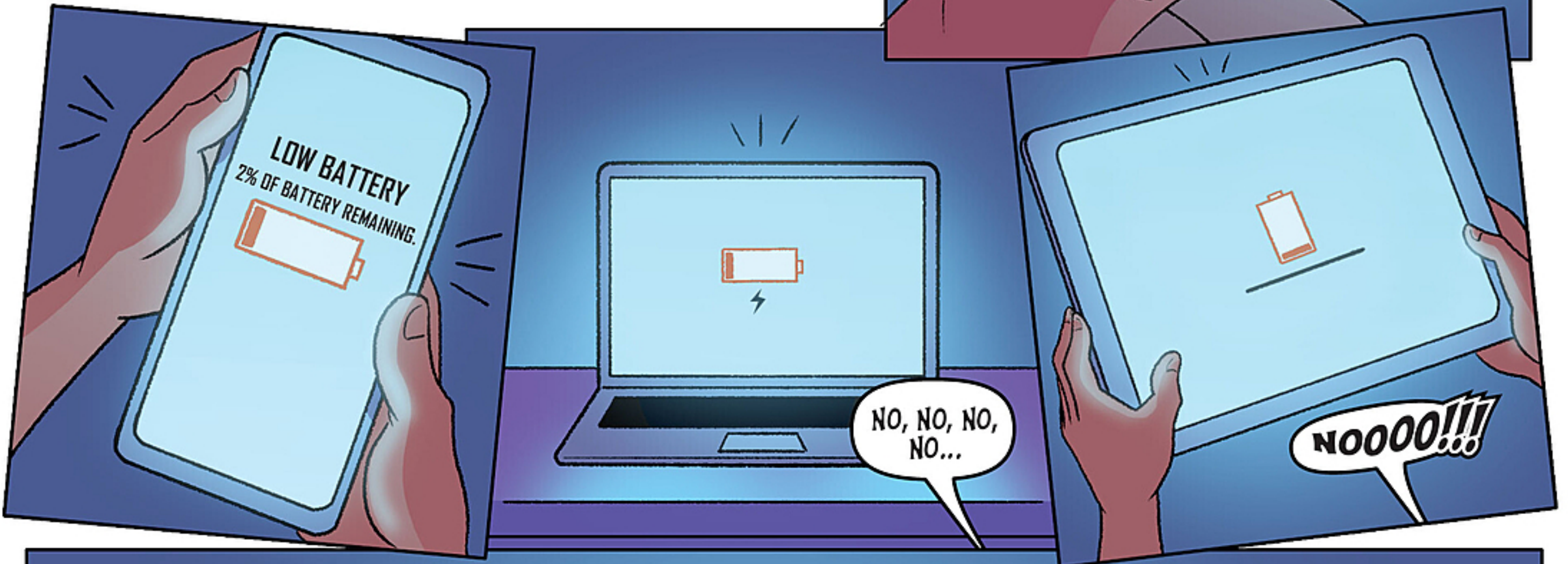
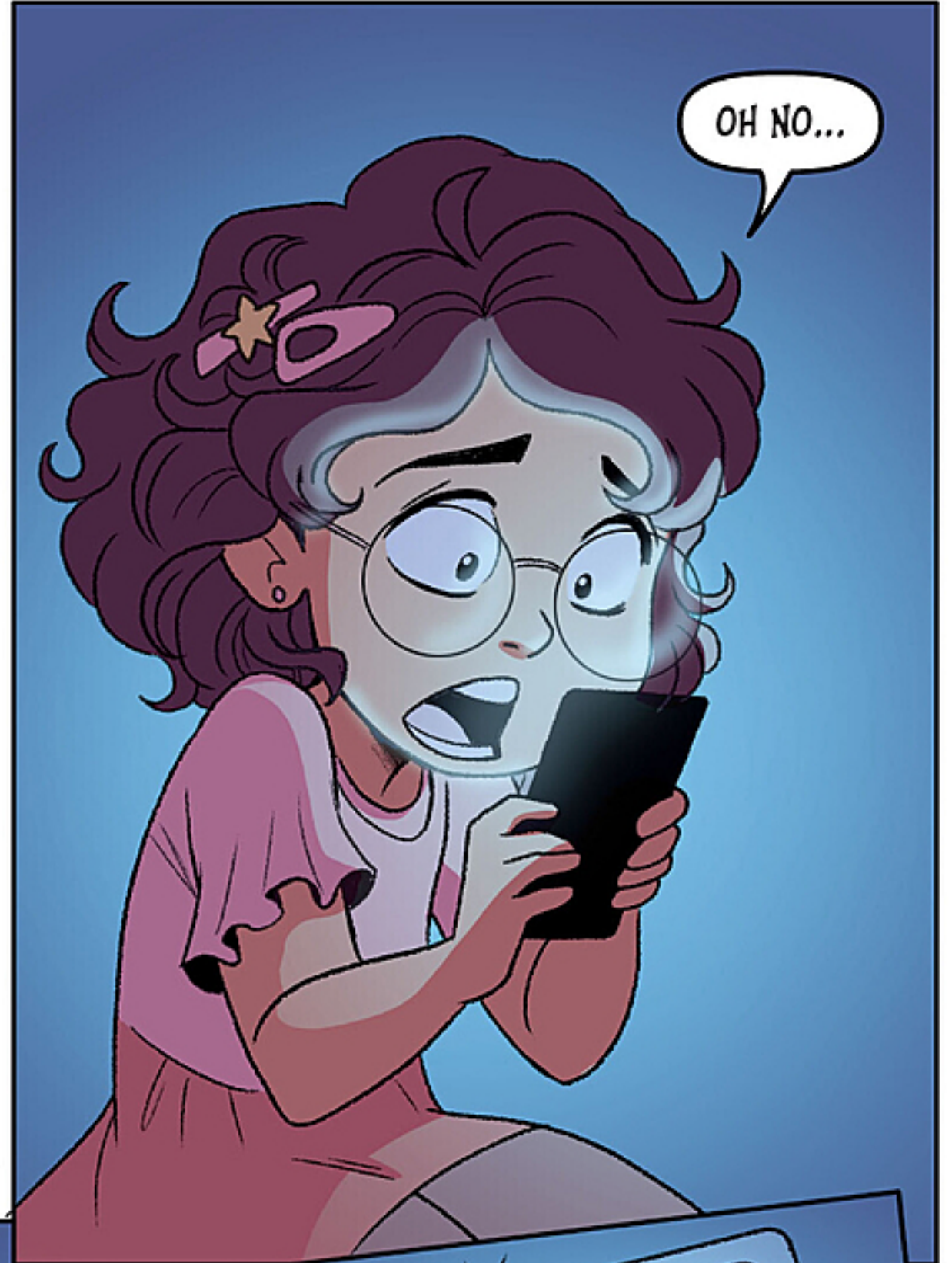


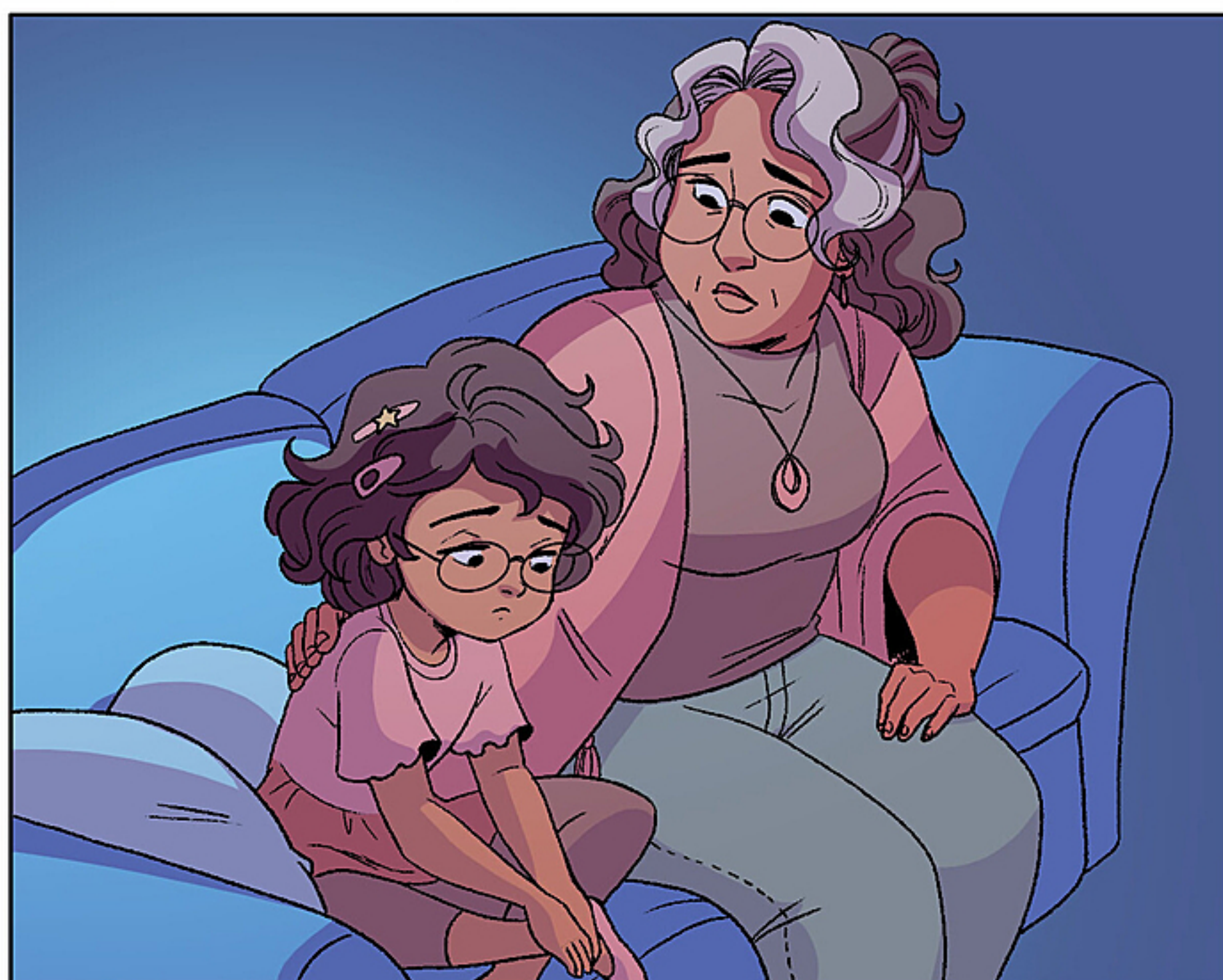
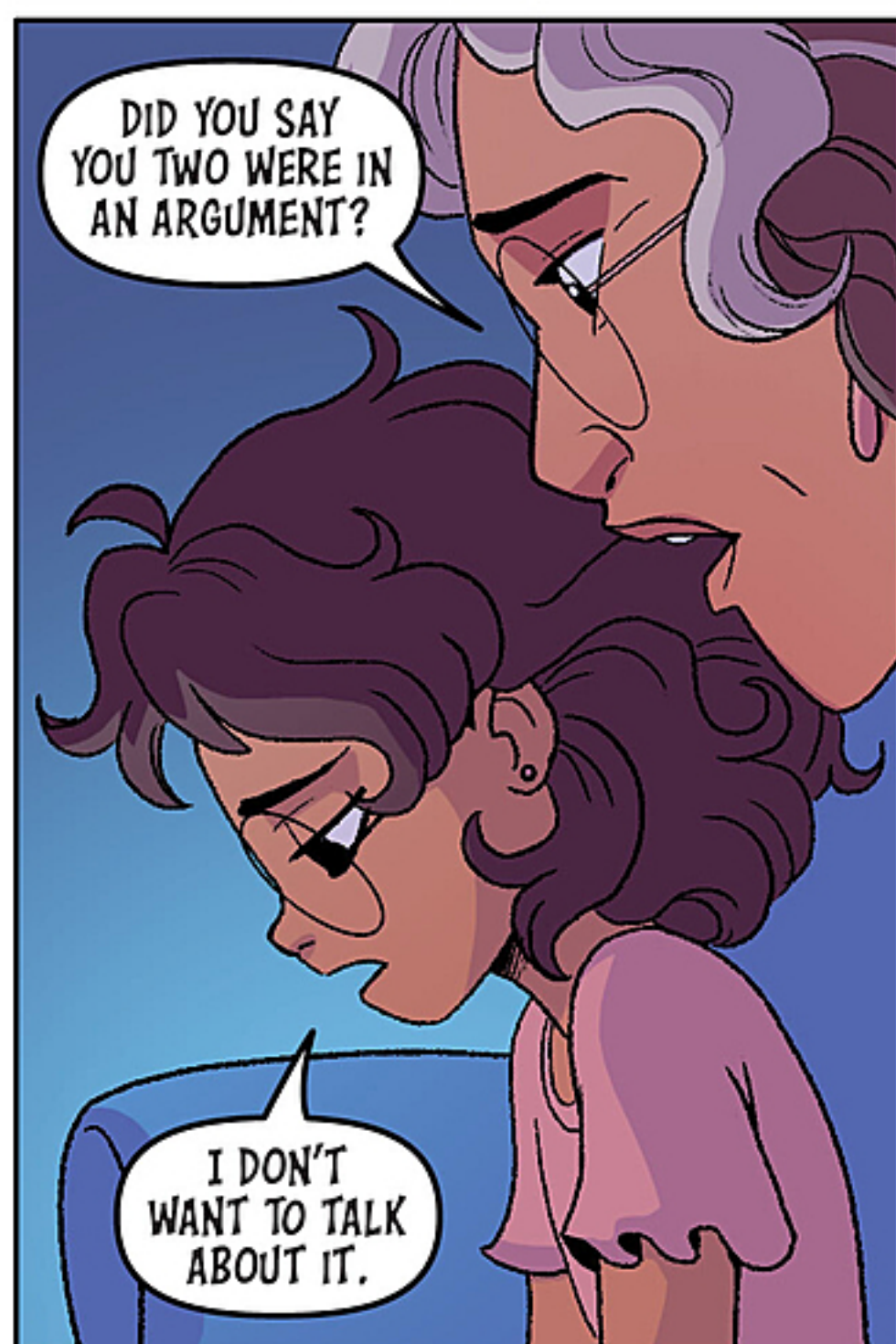
BONNIE











OH MY
GOODNESS! AUNT
VICKI, YOU HAD MY
LITTLE PONIES,
TOO?!

"THIS IS THE COOLEST
THING I'VE EVER SEEN!"



"I WAS YOUR AGE WHEN I GOT THEM.
SEE? THIS ONE'S CALLED MINTY..."

"AND THAT ONE'S BUTTERSCOTCH."

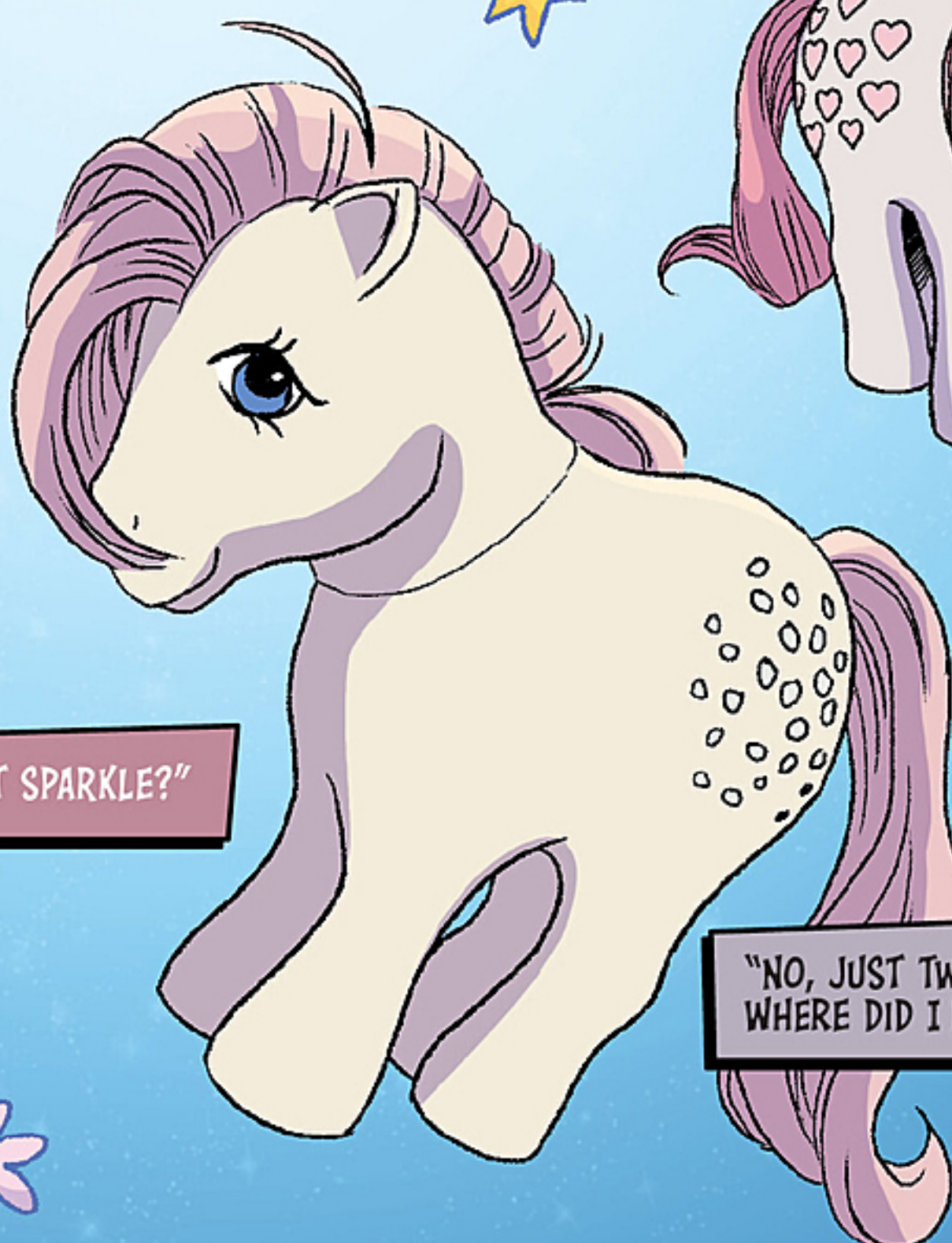


"AND THIS IS APPLEJACK!"



"THAT'S NOT APPLEJACK! SHE'S GOT
TOO MANY APPLES FOR HER CUTIE
MARK! AND WHERE'S HER HAT?!"

"THESE PONIES ARE DIFFERENT FROM THE ONES YOU
WATCH, BUT THERE IS A TWILIGHT SOMEWHERE..."

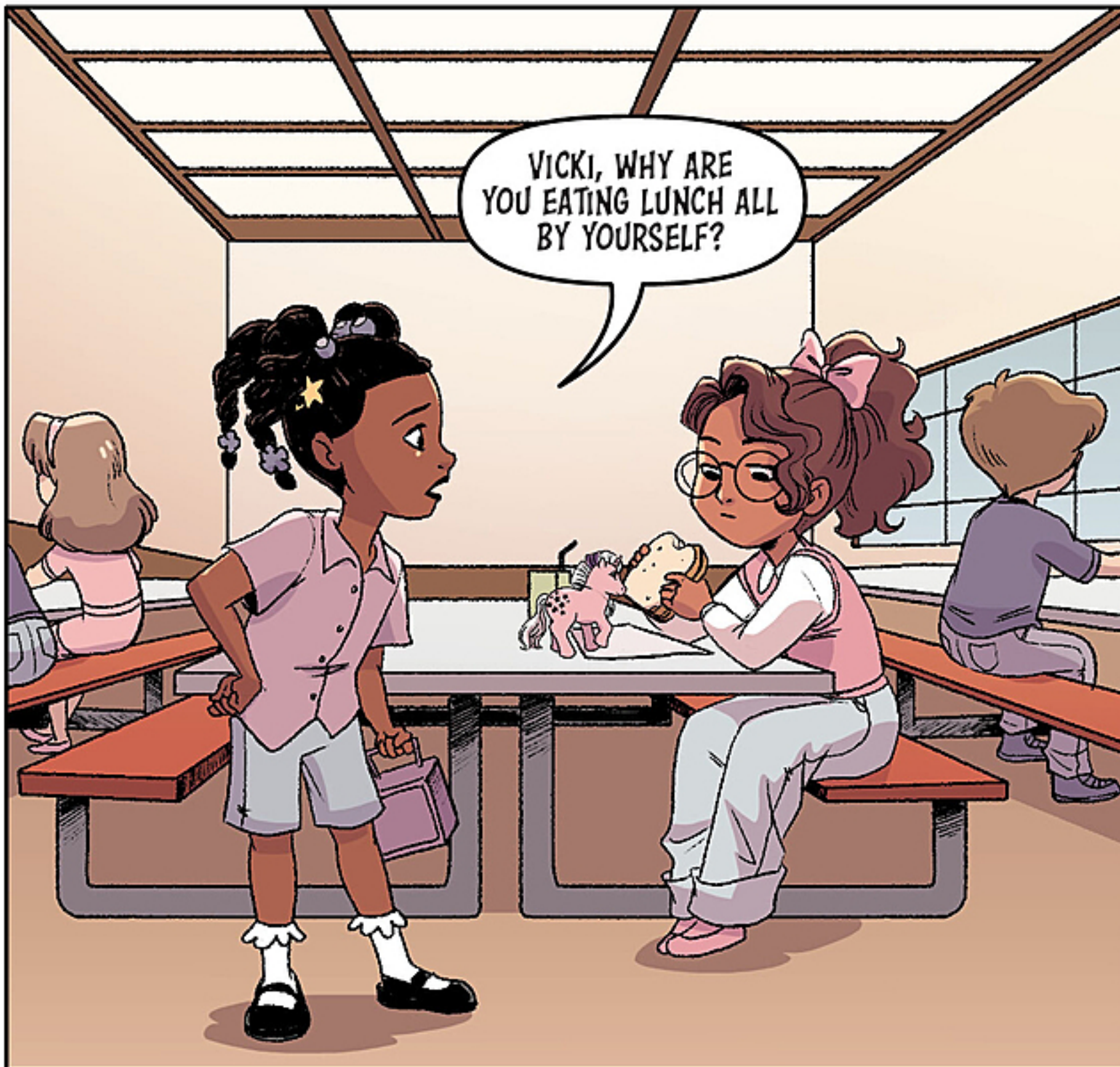
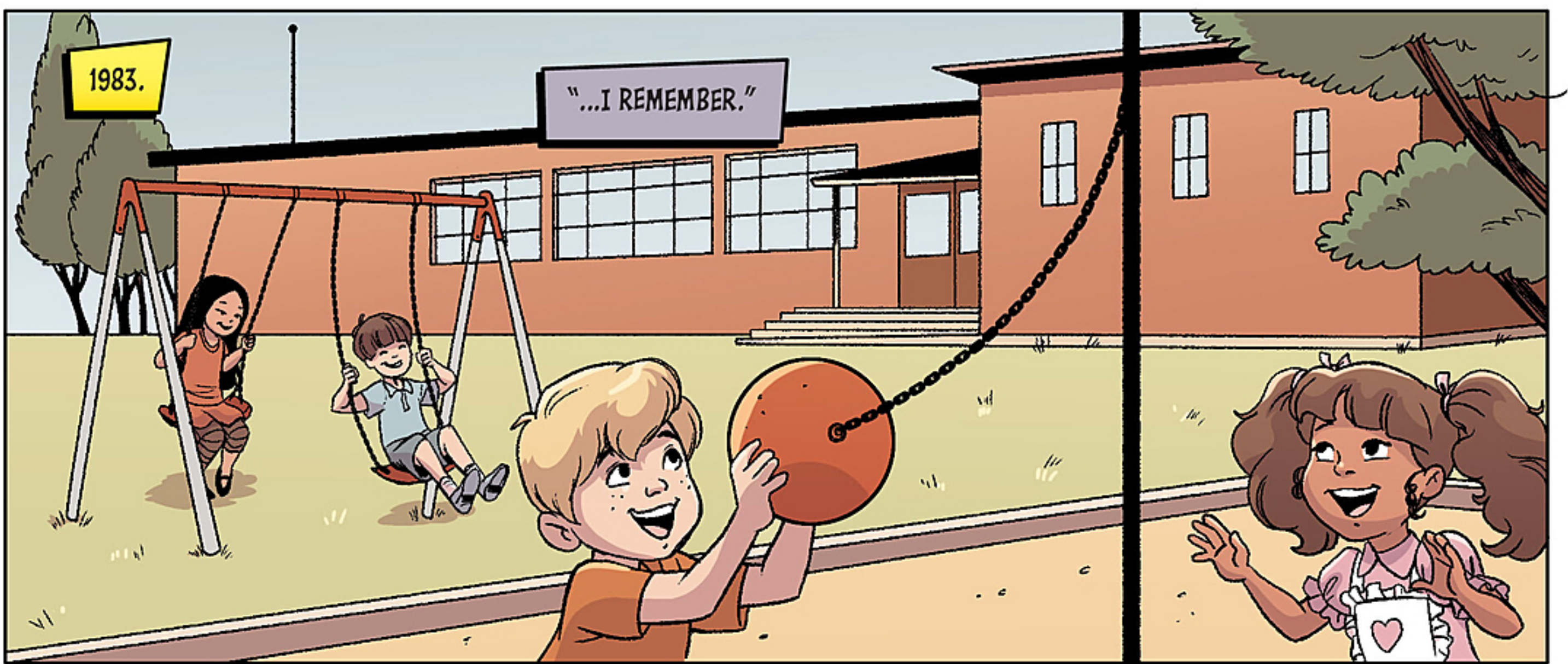


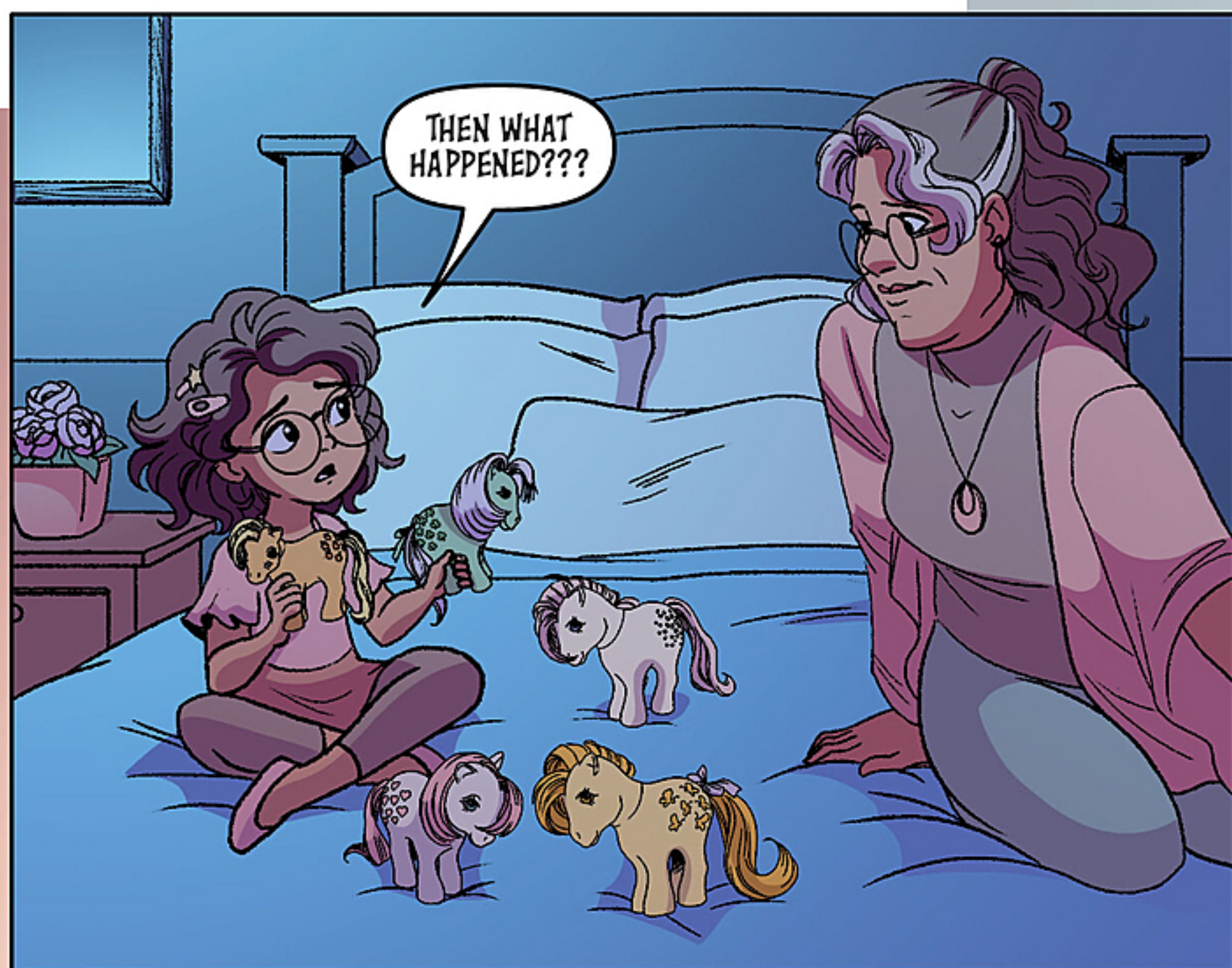
"TWILIGHT SPARKLE?"

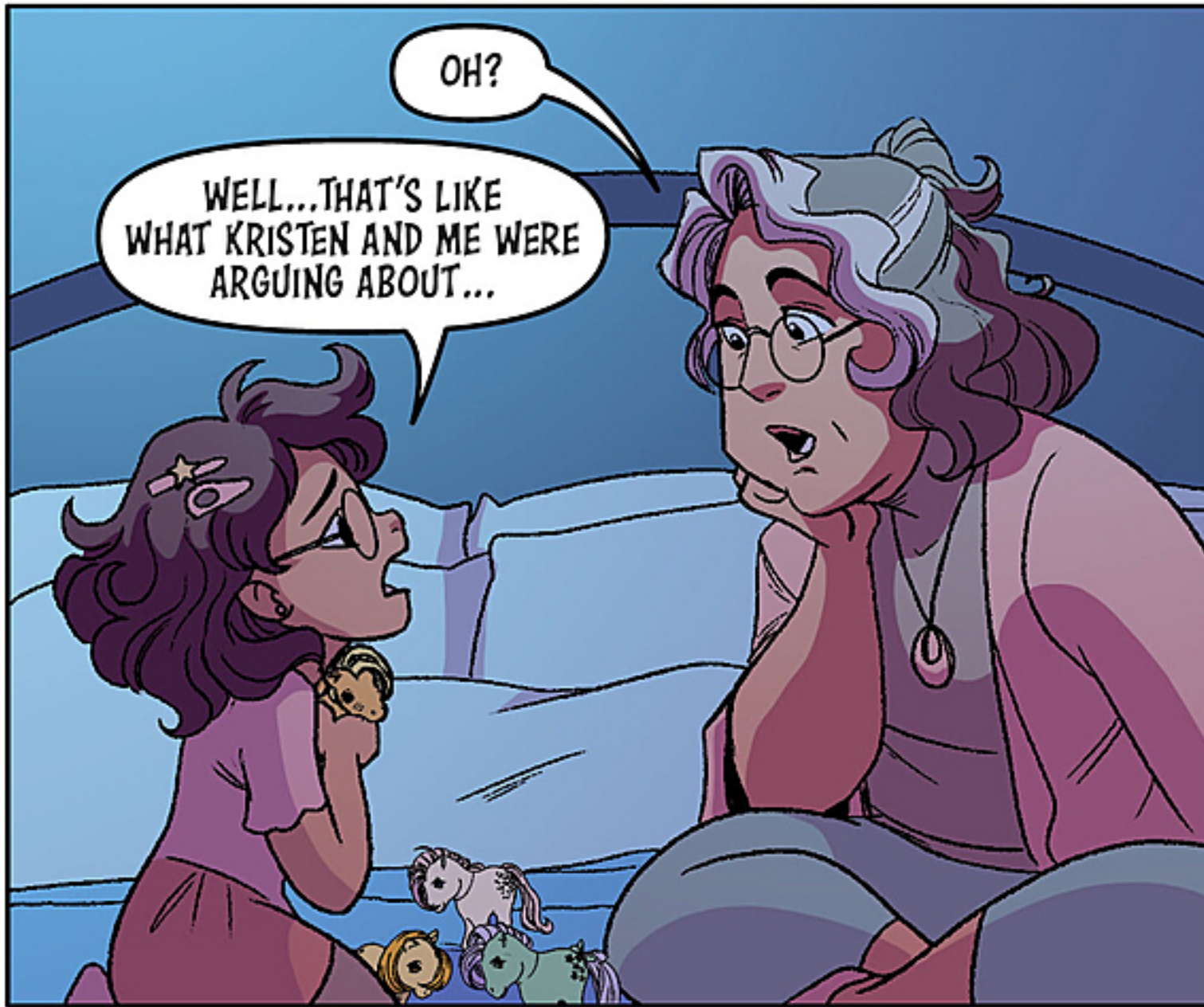
"NO, JUST TWILIGHT...
WHERE DID I PUT HER?"

"OH WAIT..."

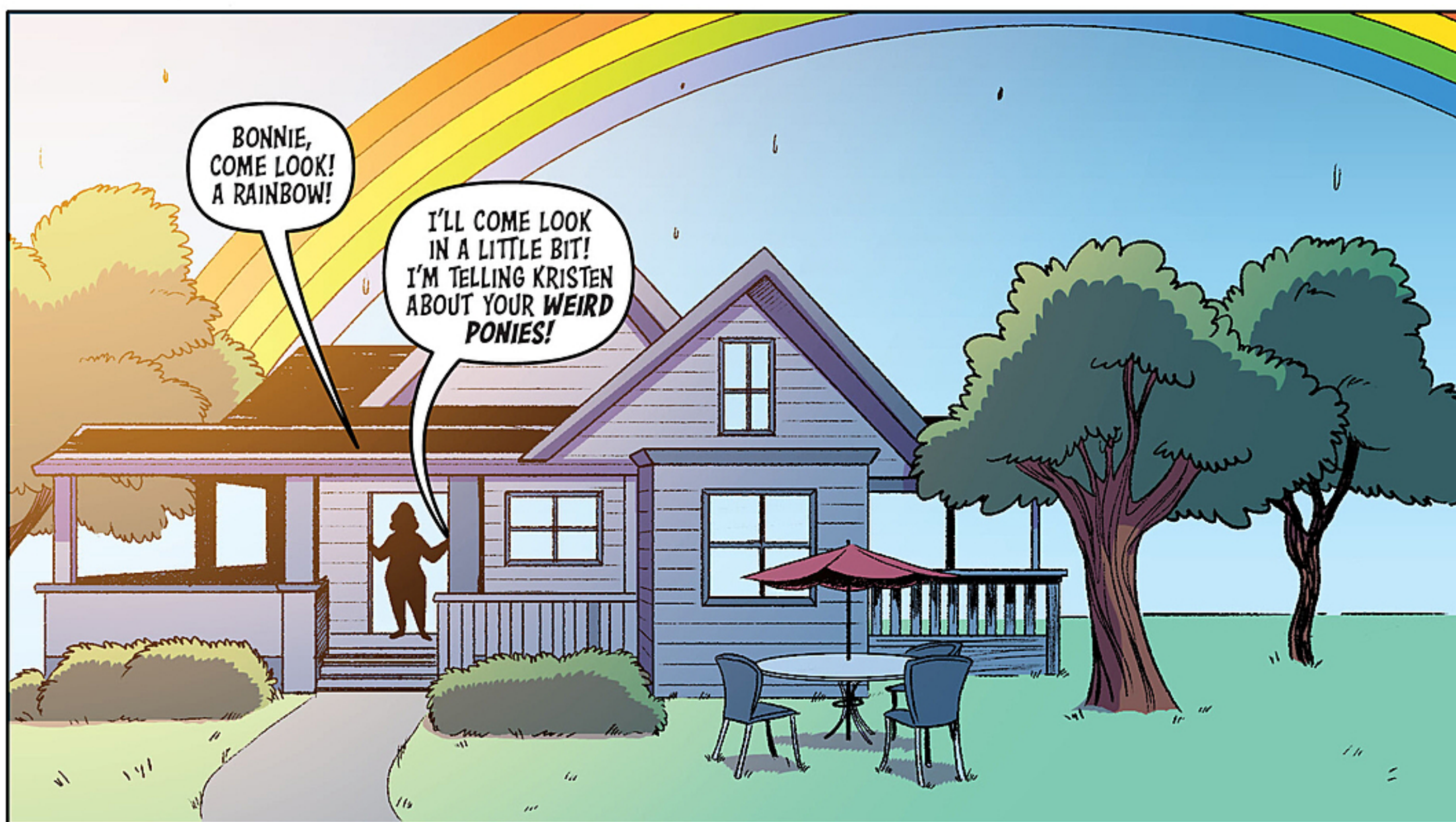
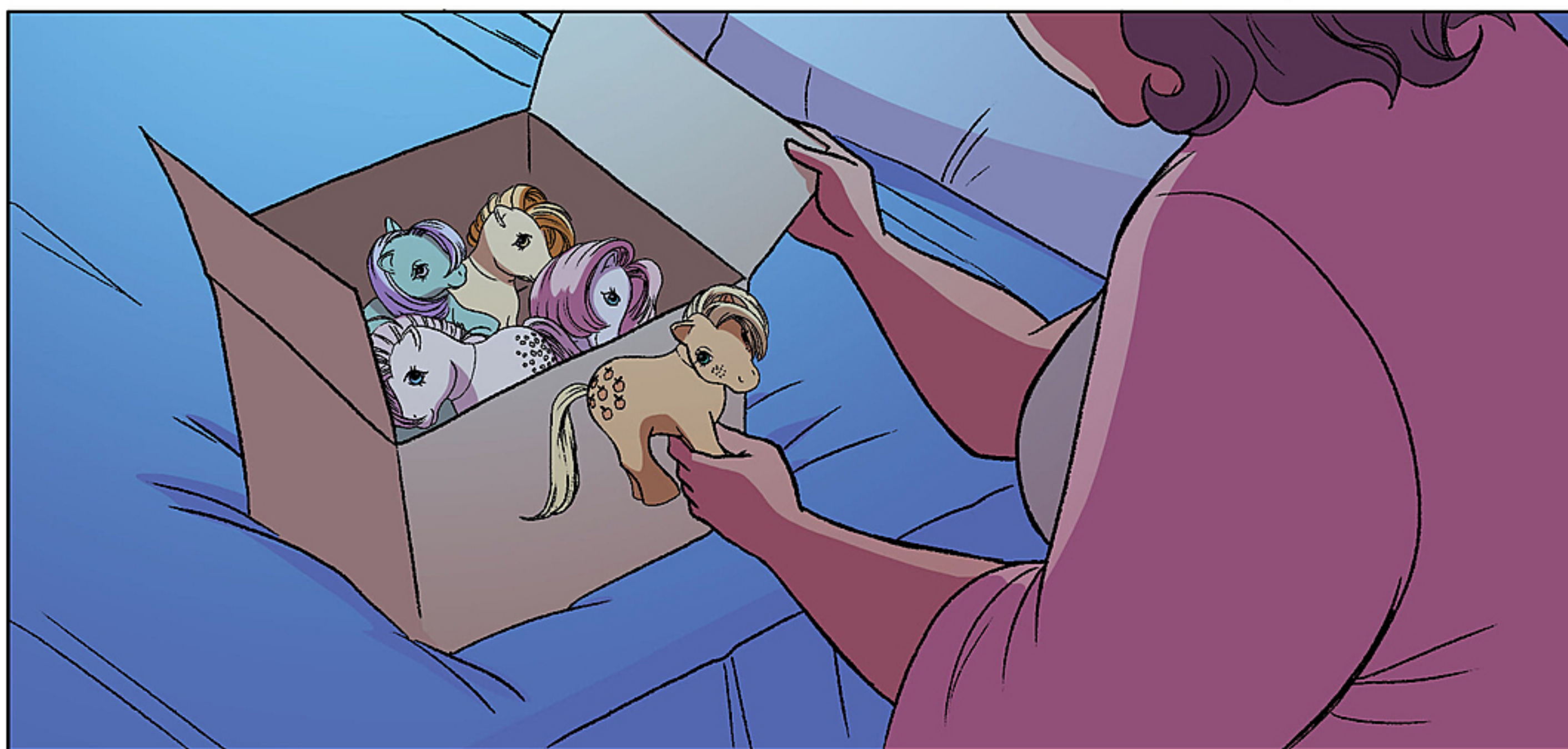


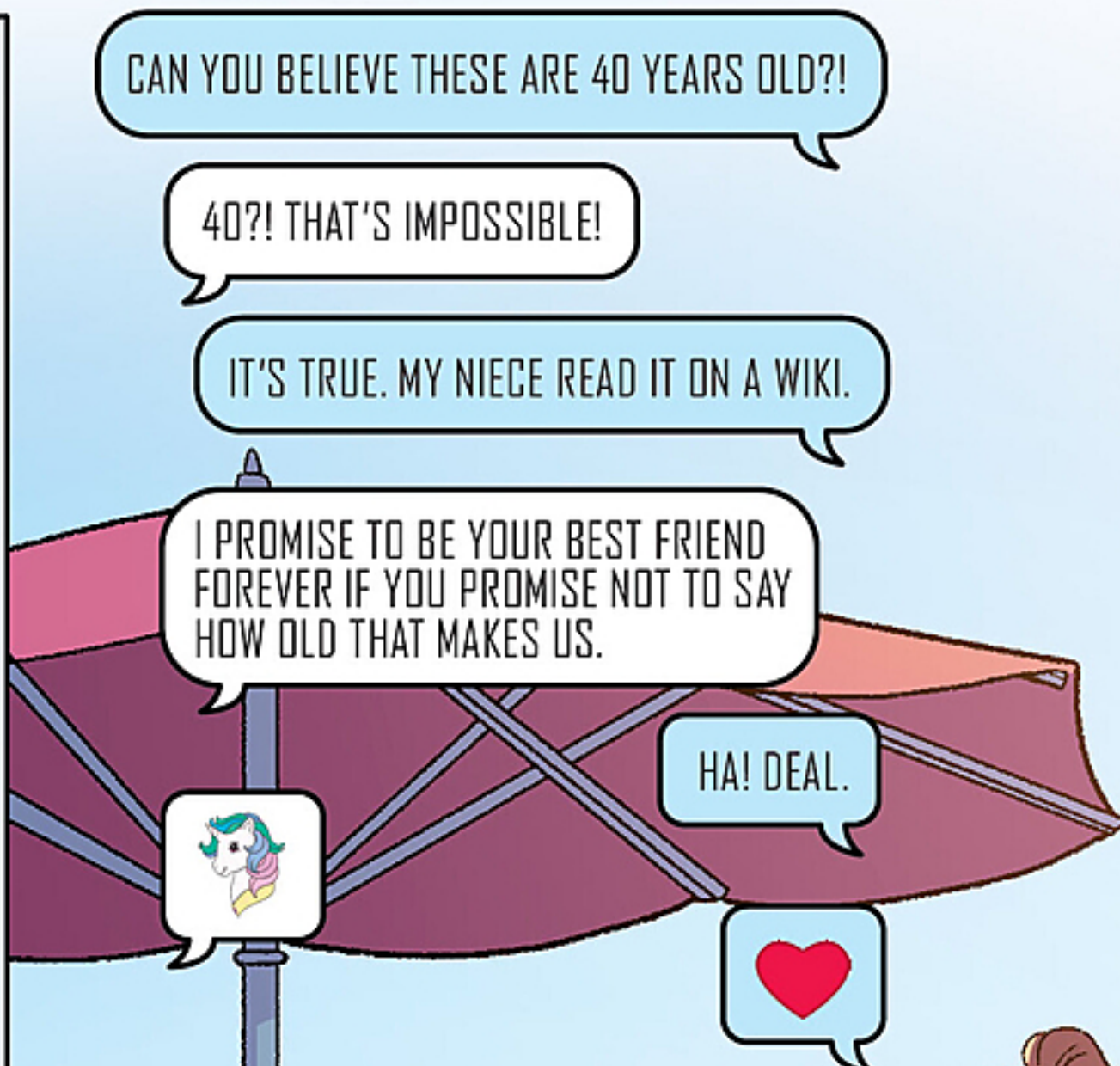
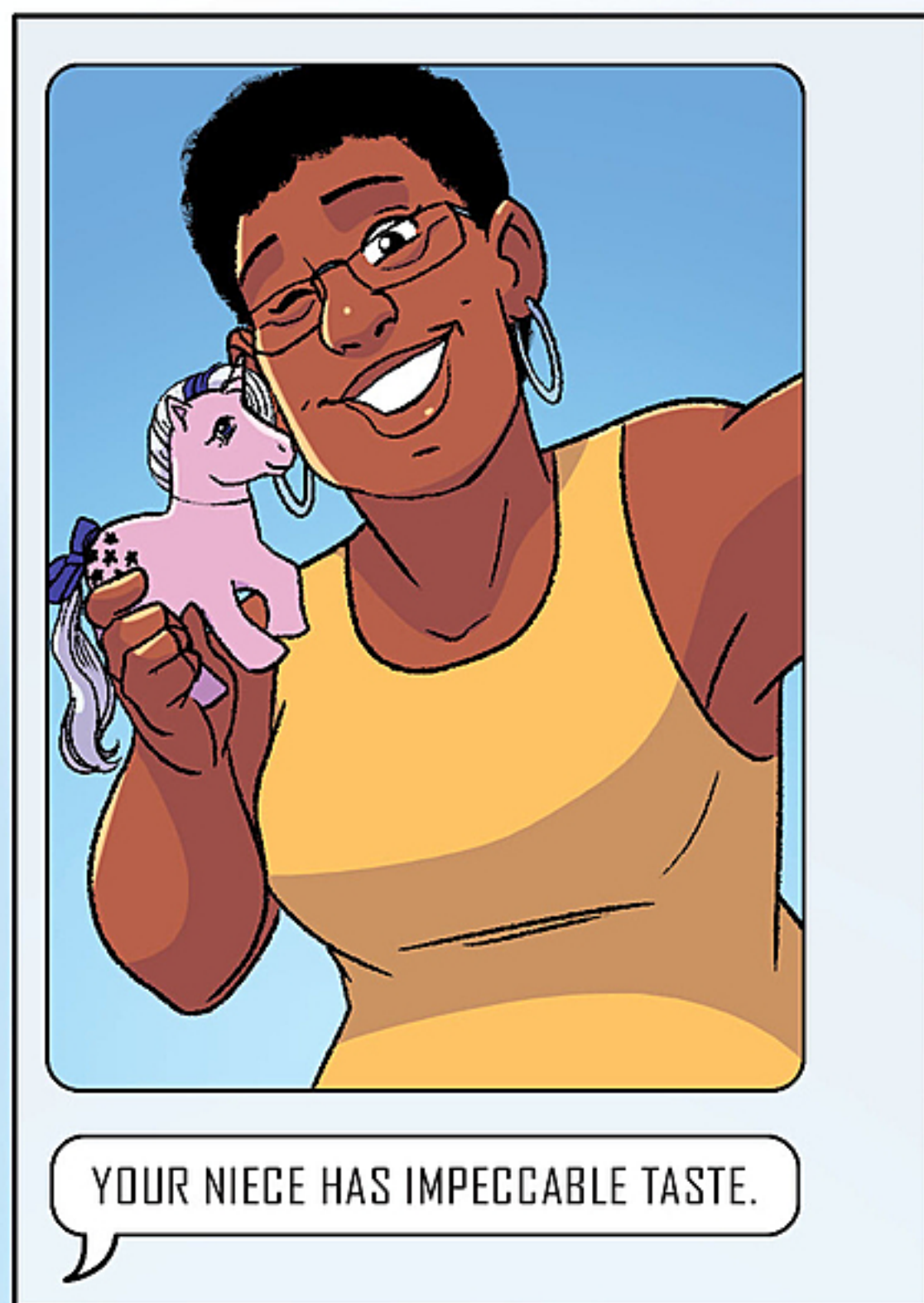






LATER.





THE END!





art by **KEISHA OKAFOR**



art by **ROSE BOUSAMRA**



art by **AMY MEBBERSON**



art by **ALEXA CORDEIRO**



art by **ANDY PRICE**



AMF!23

art by **TONY FLEECES**

CONCEPT ART BY KEISHA OKAFOR





The process of making a comic has many steps. On the following pages, we guide you through the steps from the script to the final lettered page. We've taken a few pages from "Friendship Is Forever" to show you how it's done!

PAGE 1.

PANEL 1: We open as if we're doing a normal My Little Pony comic, starring the ponies. But this time, for these first two pages, all the ponies look stilted and weird. Their mouths and faces don't move. Neither do their bodies, except in full. Basically, we're faking a regular Pony storyline, but with, we will reveal, toy ponies. It's supposed to look extremely ridiculous! We want the reader to wonder what the heck is going on.

First, we open on Butterscotch's face.

1. BUTTERSCOTCH: Ponyville is in trouble!

PANEL 2: Then we cut to Blue Belle.

2. BLUE BELLE: Oh no! What can we do?

PANEL 3: Back to Butterscotch.

3. BUTTERSCOTCH: I do not know, Blue Belle. The world is going to end.

PANEL 4: We see Snuzzle.

4. SNUZZLE: Does it have to end now?

5. SNUZZLE: I was hoping I could have a nap.

PANEL 5: Cut to Minty.

6. MINTY: I love to nap, too, Snuzzle, but now is not the time.

7. MINTY: Butterscotch just said the world is ending!

PANEL 6: Then over to Cotton Candy.

8. COTTON CANDY: That seems like a really big problem for ponies.

9. COTTON CANDY: Can't we have a smaller problem?

First, the writer submits a script. We've chosen pages 1 and 46 by writer Sam Maggs as an example. Once the script is finalized, it is sent to the artist for them to start drawing.

PAGE 46.

PANEL 1: The girls turn around with a gasp...

1. KELLY: Oh.

2. MELANIE: My.

3. TIFFANY: Gosh.

PANEL 2: A big panel of the girls seeing their real-life alive MLP doll ponies!

4. MELANIE: They're real.

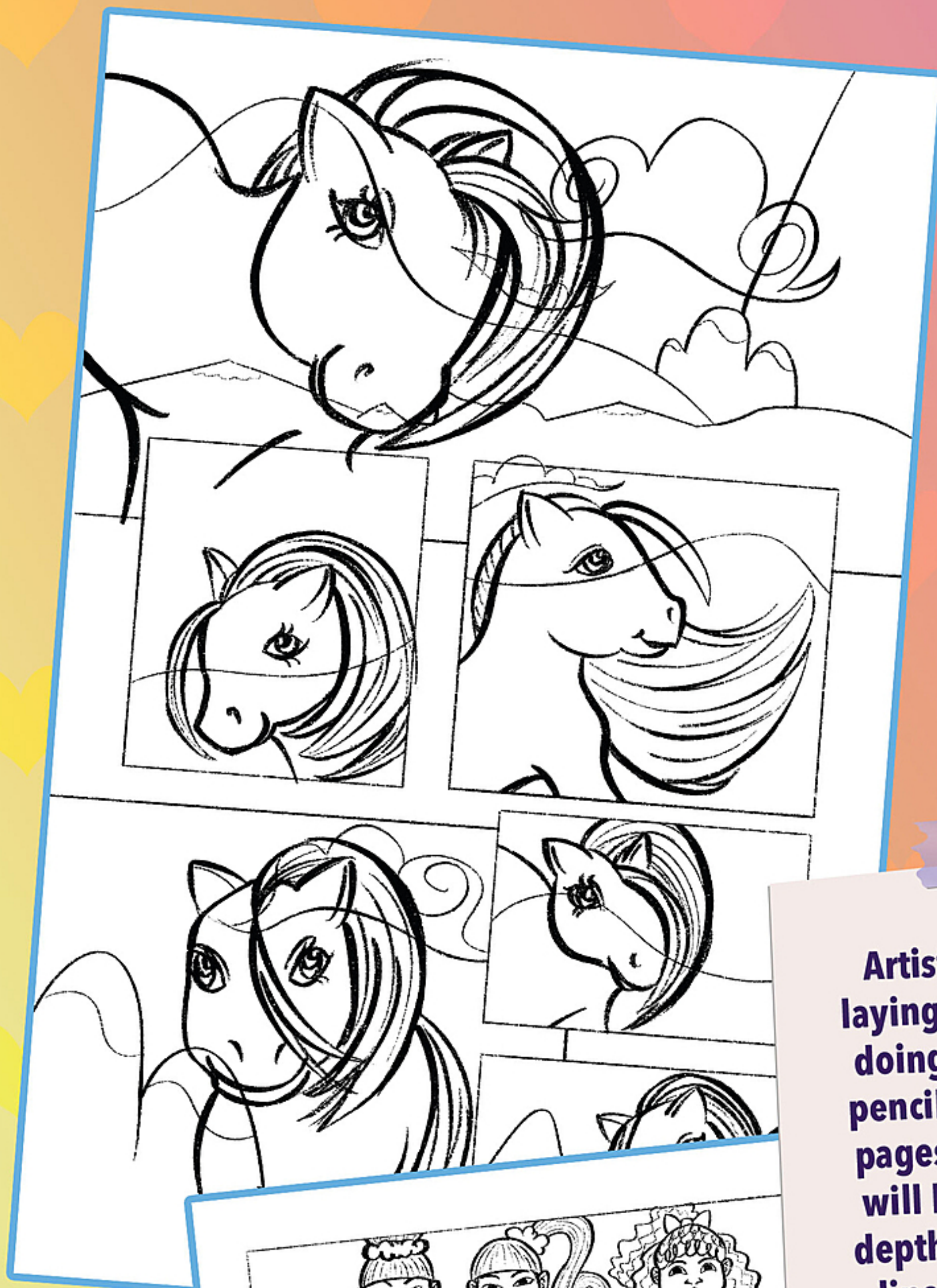
PANEL 3: But then, it's revealed that the ponies are being held in place by Hugh's magical henchmen! They glow with Hugh's magic.

5. KELLY: Wait, who are you?

6. TIFFANY: They're caught like Julie. We have to—

PANEL 4: The girls look up as a shadow descends...

7. HUGH: [off-panel] Do what you're told.



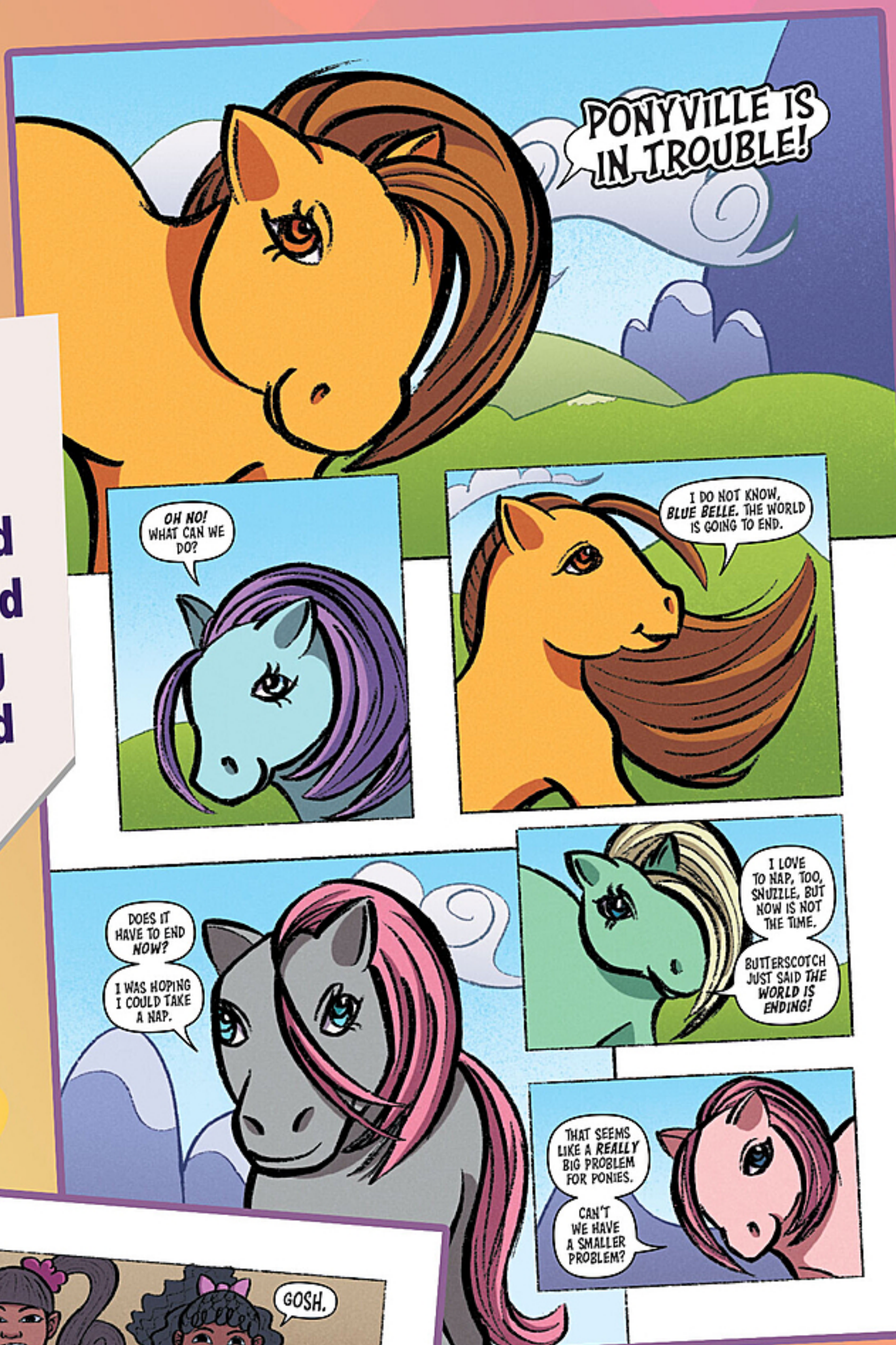
Artists usually start by laying out the panels and doing rough sketches in pencil. Once the penciled pages are finalized, they will be inked to provide depth and contrast to the line art, in this case by artist Keisha Okafor.



Once the inked pages are finalized, they are sent to the colorist, in this case Rebecca Nalty. Once colors have been completed, the book is ready to be lettered!



Lettering is the final step. All the balloons, captions, and sound effects are added at this stage, working off the script provided by the writer.







**FORTY YEARS AGO,
BUTTERSCOTCH, BLUE BELLE,
MINTY, SNUZZLE, COTTON CANDY,
AND BLOSSOM GALLOPED ONTO
THE SHELVES AND BECAME
AN INSTANT HIT!**

My Little Pony has played a role in the lives of countless kids since the toy line first appeared in 1983, and each fan has their own favorite generation of characters.

Now, *MLP* superfans Sam Maggs and Keisha Okafor are joining forces to craft a story about the children who bought the original *My Little Pony* toys in a tale full of friendship and magic! Plus, bonus stories by *My Little Pony* legends Tony Fleecs, Jeremy Whitley, Amy Mebberson, and Brianna Garcia.



IDW.